

PRELIMINARY REPORT

TO: Jim Miles
FROM: Bob Johnston
SUBJECT: NAEB Tape Network Engineering Group meeting, January 3 and 4, 1952
DATE: January 11, 1952

GENERAL:

The Group meeting was quite successful, in fact, more successful than we who organized it had originally expected. Much good was derived from the mere exchange of information, and closer cooperation in the future is, I believe, guaranteed. It was gratifying to observe the willingness on everyone's part to spend some concerted time and effort in order to insure that the formulation of standards for the Network will be the best possible standards which can be devised. Although practically everything that was proposed was agreed upon, many more facets began to glow than were originally observed, and for this reason, a complete solution is not at hand. For instance, the area of electrical standards is very difficult to define practically, therefore there is still work to be done on this point. On the other hand, the more simple basic standards were agreed upon in full. Many good recommendations came out of this conference and we can begin work to carry these out. I believe everyone left the meetings much wiser than he entered them, and for this reason alone, the entire effort can be justified.

RECOMMENDATIONS:

Equipment: The equipment owned and the equipment on order for the NAEB Tape Network came under discussion. It was generally agreed that the quality of Magnecord tape recorders was not high enough to be used universally at the Network Headquarters. It was thought that they were of good enough quality to be used in stations in the Network for playing back the Network tapes and in the Network Headquarters for the more simple tasks. Therefore the continued use of Magnecord tape recorders for the duplication of masters and copies for the Network is definitely not recommended except where it can be justified as a delaying action or as a matter of expediency until some better equipment is available. Along this same line of reasoning it was agreed that the use of Magnecorders for the master duplicating should be discontinued as soon as possible and better quality equipment be acquired. It was felt that this equipment be purchased even before the acquisition of some permanent duplicating equipment, for the quality of master duplicating would have to be improved sometime and should be made immediately. It was agreed that this equipment for master duplicating be the very finest available at this time for the following reasons:

1. This is the first step in the process of making duplicates of a program submitted to the Network.

2. Since it is during this process that the speed is reduced from 15 to $7\frac{1}{2}$, this will be the greatest single loss of quality in the entire operation. It is, therefore, reasoned that the very finest equipment be obtained to minimize this loss as much as possible.
3. Since the masters sent to the Network are made on many different types of machines, it is highly desirable to duplicate these masters on equipment that can be adjusted easily to agree with the equipment making the original.
4. Since the determining quality is established by the primary standards, it is essential that Network headquarters have equipment capable of performing at this level. This equipment, properly maintained and tested, will in a practical sense be the first link in the process of establishing standards.

The Group specifically recommended the Ampex 300 tape recorder for this application. It is recommended that two of these be purchased immediately to replace all other equipment which is now used to duplicate master tapes. The approximate cost of two Ampex 300 tape recorders is \$3,600.00

The purchase of the Hewlett-Packard test equipment was endorsed by everyone in the Group.

Head Alignment: The Group agreed that the problem of head alignment was mainly one of fully informing everyone of the proper technique to use. It was suggested that a tape recorded program be circulated around the Network which fully explains the correct procedure to follow in aligning the recording heads. Several practical tips were offered as means in which this could most effectively be carried out.

Basic Standards: The first seven basic standards were agreed to in full. The eighth basic standard, "Electrical Characteristics", is not complete at this time and much more work has to be done before I would recommend issuing it. The basic standards are grouped into two categories, primary standard and secondary standard. The primary standard are the highest attainable today using the finest equipment and a speed of 15 ips. The secondary standards are acceptable standards for use in playback.

The basic standards which are most complete at this time are:

1. Type of tape:
 - A. Plastic back--red oxide.
2. Type of wind:
 - A. Tape wound with oxide in--("A"- wind).
3. Reel size:
 - A. Primary standard-- $10\frac{1}{2}$ " (NARTB)
 - B. Secondary standard--7".

4. Tape length:
 - A. Primary standard--2400 ft. plus 50 minus 0
 - B. Secondary standard--1200 ft. plus 25 minus 0.
5. Erasing and recording width:
 - A. Entire width of tape (full track)
6. Tape speed:
 - A. Primary standard--15 inches per second
 - B. Secondary standard--7½ inches per second.
7. Tape alignment:
 - A. Recording and reproducing heads shall be aligned perpendicular to travel of tape.

The above standards are basic to the entire industry and should not cause any conflict with any kind of equipment generally used in the broadcast stations.

In the three areas of standardization the proposal was generally agreed to. It was believed necessary that the standards for tape duplication be the very highest attainable today. The standards in the area of tape acceptance bears emphasis for they involve a change from our normal routine in the past. It is recommended that the standards of tape acceptance be the primary standard. This means that tapes offered to the Network for acceptance be recorded at 15 inches per second and be of very good quality. Either size reel may be accepted however. The philosophy followed in making this decision is as follows: It is absolutely necessary, if we are to distribute good quality tapes, that the master sent to the Network be of the very highest attainable with the equipment the stations possess. It is, therefore, believed that requiring the masters to be made at 15 ips. will go farther in insuring this requirement than will 7½ ips. It may appear ridiculous on first thought to require 15 ips. masters when we turn right around and duplicate them at 7½ ips. However, it is believed the requirement of masters at 15 ips. will have an uplifting effect on all programs sent to the Network. If it does this, then it is entirely justified for it requires little additional cost. Furthermore, it is suggested that it be a requirement that, wherever possible, these masters be original recordings on pre-erased tapes.

It is believed that full attainment of these standards will require a good distribution program accompanied with complete written instructions. Our procedure for adopting officially these standards is as follows: the immediate two weeks are being spent on a little study on the electrical standards. I will then send out a revised form of standards to the members of the Group. They will then answer with any other suggestions. Their answer will constitute an official recommendation to the NAEB Board of Directors for adoption. We will then send copies of these standards to all the chief engineers of stations in the Network. It is possible that the electrical standards may take more time than two or three weeks. If so, the standards as much as are complete can be circulated. It is believed that with continued effort and cooperation the Tape Network can operate with standards more complete and workable than any other set of standards existing in the country today.

Robert H. Johnston
Recording Engineer

RHJ:WC

NAEB TAPE NETWORK

January 29, 1952

Memo:

To : Jim Miles, Dick Rider, Frank Schooley

From: Robert H. Johnston

Re : The acquisition of duplicating equipment from L.S. Toogood

I have just completed a half-hour talk with Toogood and I feel I should set down my opinions to you who have to make the decisions.

As of this moment we are where we were about a year ago with Toogood. We still do not have a commitment to build the duplicator by a specified date. All we have is an expressed willingness to build the duplicator some time in the future. He said today, "Oh, I think something more definite will work itself out in a few weeks. Drop in and see me if you're up in Chicago and you can see what I'm working on." That expression is fast becoming redundant.

These are the facts as I analyse the situation.

1. Toogood has built and delivered two duplicating machines. One to some fellow in Canada and the other to some person who was going to do work for Georgetown University. This latter person turned around and is now doing commercial work with the duplicator much to the concern of Toogood.
2. Toogood has never said that he would not build us a duplicator. He has always said that he would sometime in the future. However, by his action (or inaction), he has displayed a disinterest in building the duplicator up to the present time for the following stated reasons.
 - A. The head situation in the country is not good. The Magnecord head takes too much bias--very inefficient. The Presto head besides being hard to get has electrical characteristics difficult to apply in this specific case. However, the duplicator he delivered to Canada had Presto heads on it. The RCA head unobtainable. The Ampex head is holding up Ampex's production and for that reason unobtainable. Brush does not make a broadcast head. Toogood is presently experimenting with Rangertone so there is a possibility with it.
 - B. Toogood is a slow deliberate man and does not want to sell equipment with his name attached that is not of good quality.

- C. He has consistently said that this sort of development takes time since it is his sideline business.

Unless I misjudge Toogood, there are other reasons for his not building a duplicator for us that he has not mentioned. These may be:

- A. He is concerned about competition. He has complained to me about the Georgetown installation.
 - B. He is not particularly impressed with our need. I believe he said he supplies 200 stations himself.
 - C. He does not want to do business with the University. Perhaps he is sensitive about the bidding, the contracts, the legal points in general.
 - D. Our close proximity makes him fear that we can easily hound him about the performance, repairs, breakdowns, etc. The two he has sold are many miles away from him. Just coincidence???
 - E. He wants our duplicating business. This has never been pointedly discussed. It would not be like him to take the initiative on this.
- 3. As bad as the head situation is, something could be worked out at this time. If we could obtain 11 Ampex, Presto, or other good heads at this time, a duplicator could be put into operation. If more of the same heads are not available we could operate about two to three thousand hours with the first ones we obtained. This would be about a year. The machine then could be adapted for other better available heads at that time. In other words, we would be compromising on the electronics at this time. However the mechanical mechanism is about at a state of practical perfection.
 - 4. There is some indication that Ampex Electrical Corp. has developed something in the way of a mass duplicator. If so, this should be investigated.
 - 5. I am assuming that it is most important that something be worked out in the way of mass duplicating before June.
 - 6. It is still most important, technically, that a single mandrel type of mass duplicator be obtained.

On the basis of the foregoing, it appears to me that we have only one possible course to follow.

We should immediately make some concerted effort to determine whether or not and when Toogood will build us a duplicator. This should be a serious, high level, well-planned visit. It should be an all-out effort to persuade Toogood to build this machine. If this fails--- if no promise is obtained to build this machine within a time limit which is felt necessary, then we have the following alternatives.

1. Find someone else to build the thing.
2. Build it ourselves.
3. Use commercial stock equipment.

A glance at the alternatives should impress us with the importance of getting Toogood to build this machine himself. Some thought should be given to the following questions.

1. Why has he built two machines for other people and not for the University? Does he fear that we'll compete? Were they friendly agreements? Was he pressured into building them? Did he simply build them as experiments, as test models?
2. If we suddenly came up with 11 good heads somewhere, would he then build for us? This is about what happened with the Canada deal. He said that he was impressed when the fellow showed up with a dozen Presto heads.
3. Would Toogood weaken if he felt we were going to get someone else to build the duplicator for us?
4. Would it expedite matters if he were offered a retainer fee for the year following the installation of the duplicator to reimburse him for any attention he has to give the machine.
5. Would it ease his mind if the machine were rented from him rather than purchased? Therefore he could reclaim the machine if it were used in competition with him.
6. Is it possible that since we are a very good customer of 3M and since Toogood depends upon 3M a great deal that some pressure could be brought to bear on Toogood by 3M?

Frankly I have not made any headway with Toogood in the last six months. I believe some decision should be made at this time as to which course to follow.

Robert H. Johnston
Recording Engineer

February 21, 1952

Mr. Robert VanDuyn
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Mr. VanDuyn:

You will recall that the grant made by the Kellogg Foundation to the University of Illinois to aid in the development of an educational broadcasting network service on behalf of the National Association of Educational Broadcasters, is on a year to year basis beginning June, 1951.

It would be to the advantage of the University to place this grant on the same fiscal reporting basis as that followed by the University of Illinois, which terminates on June 30 of each year. Funds now on hand are ample to enable us to proceed to June 30, 1952.

Accordingly, we wish to request that if possible the next grant year be for the period July 1, 1952 to June 30, 1953 and to conform accordingly thereafter. Your consideration of this request will be appreciated.

I should also like to inquire as to the type of financial report which you would like to have rendered. If you will furnish us with this information, this office will be glad to prepare such report when due.

Very truly yours,

C. C. DeLong
Bursar

CCD:ps
cc: Mr. J. S. Miles
Dean Wilbur Schramm

NAEB TAPE NETWORK

March 4, 1952

REPORT:

TO : NAEB BOARD OF DIRECTORS
FROM : DICK RIDER
RE : NETWORK STATIONS AND ASSESSMENT FEES

There are currently 61 participating stations using the network service. These break down into 16 Class "A" stations, 15 Class "B", and 30 Class "C". A list of active network stations by classification is attached.

The following figures are based on the 1952-1953 network service assessment rates as established by the membership at the Biloxi meeting. These were: Class "A" \$200; Class "B" \$125; and Class "C" \$75.

For the present six months period, January 1, 1952, to June 30, 1952, the following revenues will be obtained:

From Class "A" Stations	\$1,600.00
From Class "B" Stations	937.50
From Class "C" Stations	<u>1,125.00</u>
Total	\$3,662.50

For the fiscal year July 1, 1952, to June 30, 1953, the following revenues are anticipated:

From Class "A" Stations	\$3,200.00
From Class "B" Stations	1,875.00
From Class "C" Stations	<u>2,250.00</u>
Total	\$7,325.00

It has been recommended by the Executive Committee of the Board that the next installment of the Kellogg Grant be paid to coincide with the normal July-June fiscal year. The amount allocated to network operation in the Kellogg budget for fiscal year 1952-53 is \$16,500. This, added to the \$7,325 anticipated as receipts from stations, gives a total potential budget for the network of \$23,825 for July 1, 1952-June 30, 1953.

Since the purpose of this memorandum is partly to assist you in thinking about network assessments to be considered and approved at the Minneapolis convention, I might mention that the proposed Kellogg budget figure for network operation for fiscal year July 1, 1953-June 30, 1954 is \$11,500. To achieve

our hoped for \$25,000 budget we will obviously need \$13,500 from assessment fees. This is slightly less than double the anticipated 1952-53 receipts.

For the 1954-1955 fiscal year the Kellogg budget provides \$6,500. After July 1, 1955, we are on our own.

Obviously there will be some fluctuation in the number of stations and thus in the revenues received. This is submitted to inform you of the situation as it now is and to begin the projection of dollar figures for future years.

Cordially,

Dick Rider

CLASS "A" STATIONS

WGBH -- Lowell Institute Cooperative Broadcasting Council
 WBAA -- Purdue University
 WFIU -- Indiana University
 WOSU -- Ohio State University
 WILL -- University of Illinois
 WKAR -- Michigan State
 WUOM -- University of Michigan
 WHA -- University of Wisconsin
 WSUI -- University of Iowa
 WOI -- Iowa State College
 KUOM -- University of Minnesota
 WCAL -- St. Olaf College
 KWSC -- State College of Washington
 KSAC -- Kansas State College
 KFKU -- University of Kansas
 KOAC -- Oregon State College

CLASS "B" STATIONS

WBKY -- University of Kentucky
 WLSU -- Louisiana State University
 WUOA -- University of Alabama
 WUOT -- University of Tennessee
 WEVC -- Evansville College
 KFJM -- University of North Dakota
 KCVN -- College of the Pacific
 KUOW -- University of Washington
 WABE -- Atlanta Board of Education
 KDPS -- Des Moines Public Schools
 WBEZ -- Chicago Board of Education
 WBCO -- Board of Education, Newark, New Jersey
 WDTR -- Detroit Public Schools
 KSLH -- Board of Education, St. Louis
 WNAD -- University of Oklahoma

CLASS "C" STATIONS

WAER -- Syracuse University	KMUW -- University of Wichita
WSOU -- Seaton Hall College	WGPS -- Greensboro Public School
WDUQ -- Duquesne University	WTNS -- Dade County Board of Educ., Miami
WSAJ -- Grove City College	WNAS -- New Albany, Indiana, City Schools
WBUR -- Boston University	WVHI -- Wilson Jr. High School, Muncie, Ind.
WUSV -- University of Scranton	WVSH -- School-City of Huntington, Ind.
WKSU -- Kent State University	WEPS -- Board of Education, Elgin, Ill.
WGRE -- De Pauw University	WSHS -- Sawanhaka High School, Floral Pk., NY
WFPL -- Louisville Public Library	WTDS -- Toledo Public Schools, Toledo, Ohio
WMCR -- Western Michigan College	WBGU -- Bowling Green State University
WNUR -- Northwestern University	KWAX -- University of Oregon
WMUB -- Miami University	
WMMI -- Municipal Jr. College, Meridian, Mississippi	
KWLC -- Luther College, Decorah, Iowa	
KWAR -- Wartburg College, Waverly, Iowa	
KUSD -- University of South Dakota	
KUSC -- University of Southern California	
KBPS -- Portland Public Schools	
KWGS -- University of Tulsa	

March 18, 1952

Mr. Seymour N. Siegel
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, New York

Dear Sy:

This is to thank you for two things: for your willingness, and that of the other Executive Committee members, to have your meeting at my home that day when I was still convalescing from the flu; and for your invitation to the Norman meeting. I want to come to that conference if I possibly can, but it is going to be hard to do. I'm in a meeting up here the 28th and part of the 29th. If at all possible, I'll fly down for the latter part of the Norman meeting. These regional conferences appeal to me as idea and experiment, and if I can help them in any way I shall.

I remember vaguely promising to write you a letter after that February 16 meeting at my home. Perhaps it isn't necessary now, because Burton, so far as I can remember, reports accurately (in his minutes of the February 15 and 16 meetings, page 4) what was said. But let me say some of it again, a little more fully.

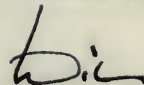
The University has no intention of trying to make policy for the Kellogg project. That is clearly the right and responsibility of NAEB through its elected and appointed representatives. Just as clearly, the administration of the project and of the project funds is the responsibility of the project director. He must follow and execute the policy designated by the NAEB supervisory committee. He must use financial procedures which the University can audit and check, and then certify back to the Foundation.

So far as the University of Illinois is concerned, our intention is to do everything we can to make it easier -- not harder -- for the NAEB to run a successful project. If you ever find out that something the University is doing is making the project harder, then tell me at once. I don't believe there are any of these problems that can't be solved if we know and talk about them.

The project looks to me as though it is gathering speed now and headed in a direction that will make us all proud of it.

Very best wishes to you!

Sincerely yours,



Wilbur Schramm
Dean

WS:nh
CC: Mr. Graydon Ausmus
Dr. Burton Paulu
Mr. Frank Schooley
Mr. James Miles

Jack Crumwell

THE NAEB TAPE NETWORK

REPORT SUBMITTED TO THE W.K. KELLOGG FOUNDATION

May, 1952

INTRODUCTION

The NAEB Tape Network came into being in January of 1950 when the series, WE HUMAN BEINGS, was offered to 19 stations. In January of 1951 the headquarters of the tape network operation was moved from WNYC, in New York, to the University of Illinois. There it was operated under the guidance of the Division of Communications. In June of 1951 the network began operations under the grant from the Kellogg Foundation.

To indicate fully the progress made by the tape network, this report summarizes its activities from the beginning in January, 1950.

STATION PARTICIPATION

By the time the network operation was moved from WNYC there were 43 stations utilizing the service. With the addition of temporary duplicating equipment this number was raised to 70. At the annual convention of the association in Biloxi, Miss. in November of 1951, the membership voted to begin the levying of a service assessment fee for stations using the network. The fees were effective as of January 1, 1952. Several stations found it impossible to pay the fee and dropped from the network. This decrease resulted in a network of 62 stations. Some of the stations which dropped out have since rejoined. They with new members have raised the total number of participating stations to the present 65. It is anticipated that with the start of the new fiscal year there will be 68 fee-paying stations using the tape network service.

(See appendix "A" and Appendix "C")

PROGRAMS AND THEIR UTILIZATION

The tape network has offered 73 regular series of programs plus 12 extra series or individual programs. This totals 904 individual programs. This represents 12,797 hours and 30 minutes of radio programming.* In the period between January 1950 and the present, the tape network has furnished 3,260 hours and 30 minutes of broadcast time to more than 70 stations located in the major population centers of the United States.

* Excluding series on which no statistics are available. (See Appendix B)

The programs have been obtained from a wide variety of sources including: member stations; the British Broadcasting Corporation; the Cooper Union; the Canadian Broadcasting Corporation; the University of Berne, Switzerland; The Federal Security Agency; the Mutual Security Agency; the Armed Forces of the United States; the United Nations; UNESCO; commercial stations and networks; private foundations; and other public service agencies. The programs have been concerned with many important subject areas and were presented in numerous formats.

The percent of stations using regular program series has run from a low of 20% to a high of 100% with an average percentage of use of 66%. This is an encouragingly high percentage in view of the fact that use is entirely optional on the part of the station. No effort is made to increase the usage of programs except to select programs of continually higher quality. This use of the network service has also been achieved with a distribution system that can not guarantee a regular delivery of tapes on a sufficiently safe basis to insure complete regularity of scheduling. This bodes well for the network's future.

TOWARD A SOLUTION OF SOME PROBLEMS

Two important steps were taken during the past year to help solve some of the network's most pressing problems.

In January there met in Urbana a group of engineers and invited electronics specialists. This group was concerned with the technical problems of tape recording and the mass reproduction of tapes. Tape recording is such a new process that the extant technical standards are incomplete. Thus it became obvious that technical standards would have to be devised by our own members. A preliminary report was submitted. The standards are now being revised and will soon be published as a technical guide for the entire network operation.

In February there met in Lafayette, Indiana the Tape Network Program Acceptance Committee and the In-School Programs Committee. These committees were confronted with the problem of establishing policies and evaluative criteria for programming the network. A greatly increased mutuality of thinking on the subject of programs resulted. A report of these findings was published for the information of all member stations. The In-School Programs Committee took further action in implementing an active distribution of programs designed for classroom use in elementary and secondary schools. This distribution is now a successfully reality.

THE OPERATION

At this writing the network is still required to operate on a "bicycle" basis. This method of distribution is incapable of adequately serving the member stations. Such success as the network has experienced has been achieved in spite of this method. It has been impossible to abandon the "bicycle" without a mass duplicating machine. Delivery of such a machine is now assured.

The network has acquired approximately 5,200 reels of magnetic tape. This has allowed an ever expanding program service. It is anticipated that approximately 10,000 reels will be required to keep the operation running at peak efficiency.

When the remaining electronic equipment is delivered the network will be capable of preparing, duplicating, and distributing the maximum quantity of high-quality tape recorded programs.

CONCLUSIONS

The NAEB Tape Network has achieved a position of eminence in the field of educational broadcasting. The typical reaction of station managers is keen enthusiasm. Yet, the real potential of the operation has not been realized. With the advent of direct service to all stations on an individual basis the network will really come into its own. Program resources are developing rapidly. Financial support by the using stations seems assured. Solutions are in progress for all major problems which have been met to date. It is impossible to view the future of the tape network with anything but enthusiastic optimism.

APPENDIX "A"

HISTORICAL SUMMARY OF THE NUMBER OF STATIONS PARTICIPATING IN THE NAEB TAPE NETWORK

February, 1950---The first series to be distributed by WNYC,
originator of the NAEB Tape Network, was
WE HUMAN BEINGS.

This series was distributed to.....19 stations.

December, 1950---The tenth series, IDEAS AND THEIR COMMUN-
ICATION, was the last series to be distributed
by WNYC. The headquarters was moved to the
University of Illinois in January, 1951

IDEAS AND THEIR COMMUNICATION was distributed to....41 stations.

May, 1951-----In the NAEB Tape Network Progress Report #2,
Network manager, Dick Rider, reported that
the number of stations now being serviced
by the NAEB Tape Network was.....43 stations.

June, 1951-----The number of stations increased to.....46 stations.

July, 1951-----Of the 69 active members of NAEB, the number
receiving network service was.....52 stations.

November, 1951---With the start of the package method of dis-
tribution, the network was servicing.....70 stations.

December, 1951---A service assessment fee was levied for the
NAEB Tape Network service.

January, 1952---Of the 79 active members, those receiving
network service were.....62 stations.

May, 1952-----The number of stations now being serviced
by the NAEB Tape Network totalled.....65 stations.

July, 1952-----With the addition of three new stations, it
is estimated that the number of station to be
serviced by the network will be.....68 stations.

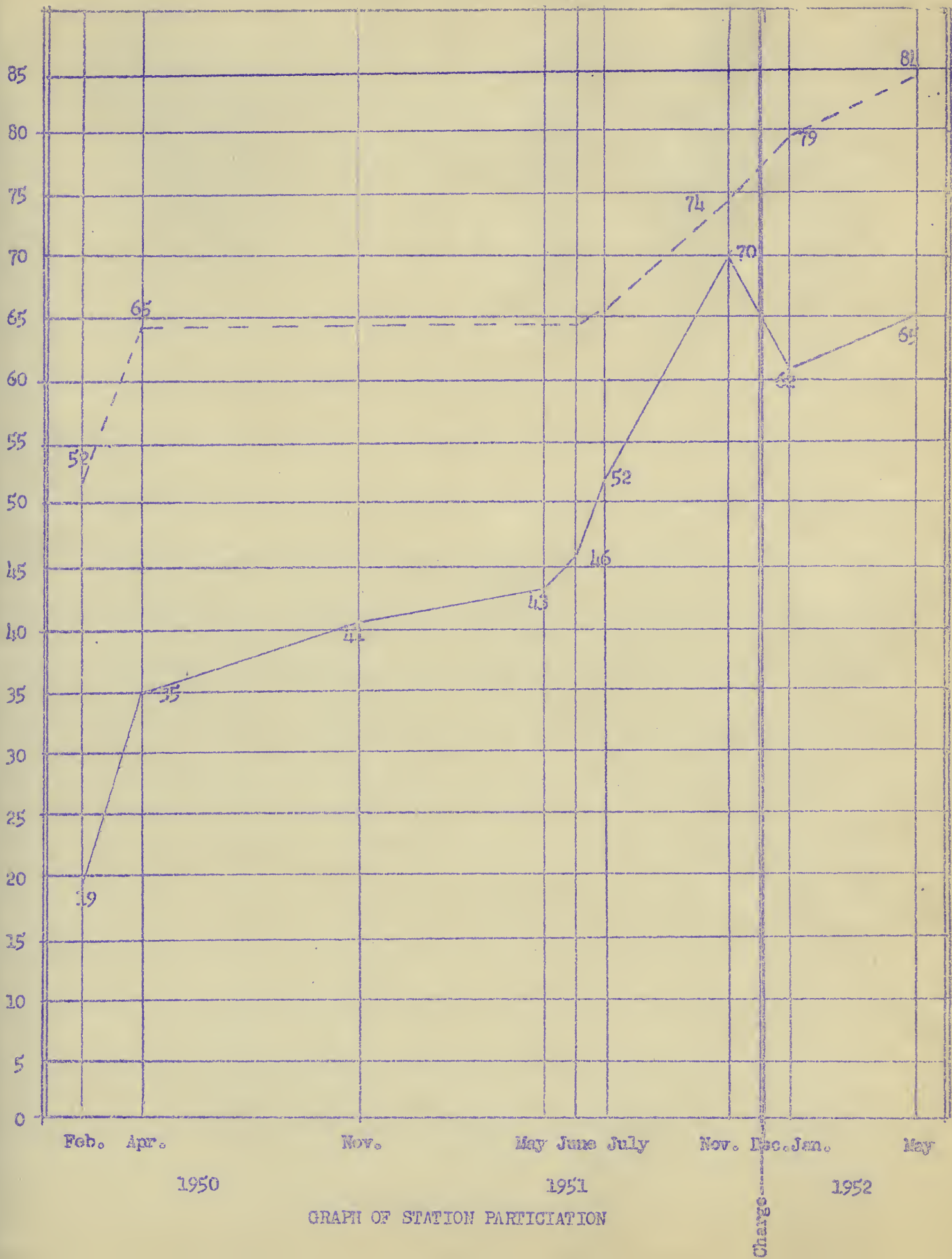
LIST OF STATIONS CURRENTLY PARTICIPATING
IN THE NABE TAPE NETWORK

KBPS (AM)	Benson Polytechnic Institute	Portland, Ore.
KCVN (FM)	College of the Pacific	Stockton, Calif.
KDPS (FM)	Des Moines Public Schools	Des Moines, Iowa
KFJM (AM)	University of North Dakota	Grand Forks, N.D.
KFKU (AM)	University of Kansas	Lawrence, Kan.
KANU (FM)		
KHOU (FM)	University of Wichita	Wichita, Kan.
KOAC (AM)	Oregon State College	Corvallis, Ore.
KSAC (AM)	Kansas State College	Manhattan, Kan.
KSDS (FM)	San Diego City Schools	San Diego, Calif.
KSIH (FM)	Board of Education	St. Louis, Mo.
KUOM (AM)	University of Minnesota	Minneapolis, Minn.
KUOW (FM)	University of Washington	Seattle, Wash.
KUSC (FM)	University of Southern California	Los Angeles, Calif.
KUSD (AM)	University of South Dakota	Vermillion, S.D.
KWAR (FM)	Wartburg College	Waverly, Iowa
KWAX (FM)	University of Oregon	Eugene, Ore.
KWGS (FM)	University of Tulsa	Tulsa, Okla.
KWLC (AM)	Luther College	Decorah, Iowa
KWSC (AM)	State College of Washington	Pullman, Wash.
WAHE (AM)	Board of Education	Atlanta, Ga.
WAER (FM)	Syracuse University	Syracuse, N.Y.
WBAA (AM)	Purdue University	Lafayette, Ind.
WBEZ (FM)	Board of Education	Chicago, Ill.
WBGU (FM)	Board of Education	Newark, N.J.
WBGU (FM)	Bowling Green State University	Bowling Green, Ohio
WBKY (FM)	University of Kentucky	Lexington, Ky.
WBUR (FM)	Boston University	Boston, Mass.
WCAL (AM)	St. Olaf College	Northfield, Minn.
WDTR (FM)	Board of Education	Detroit, Mich.
WDUQ (FM)	Duquesne University	Pittsburgh, Pa.
WEPS (FM)	Board of Education	Elgin, Ill.
WEVC (FM)	Evansville College	Evansville, Ind.
WFTU (FM)	Indiana University	Bloomington, Ind.
WPPL (FM)	Free Public Library	Louisville, Ky.
WGBH (FM)	Lowell Insit. Co-op B/casting Council	Boston, Mass.
WGPS (FM)	Greensboro Public Schools	Greensboro, N.C.
WGRE (FM)	LePauw University	Greencastle, Ind.
WHA (AM)	University of Wisconsin	Madison, Wis.
WILL (AM)	University of Illinois	Urbana, Ill.
WIUC (FM)		
WKAR (AM)	Michigan State College	East Lansing, Mich.
WKAR (FM)		
WKSU (FM)	Kent State University	Kent, Ohio
WLSU (FM)	Louisiana State University	Baton Rouge, La.
WMCR (FM)	Western Michigan College	Kalamazoo, Mich.
WMI (FM)	Municipal Junior College	Meridian, Miss.
WIUB (FM)	Miami University	Oxford, Ohio

WNAD (AM)	University of Oklahoma	Norman, Okla.
WNAD (FM)		
WNAS (FM)	New Albany City Schools	New Albany, Ind.
WNUR (FM)	Northwestern University	Evanston, Ill.
WNYC (AM)	Municipal Broadcasting System	New York, N.Y.
WNYC (FM)		
WNYE (FM)	Board of Education	Brooklyn, N.Y.
WOI (AM)	Iowa State College	Ames, Iowa
WOI (FM)		
WOSU (AM)	Ohio State University	Columbus, Ohio
WOSU (FM)		
WOUI (FM)	Ohio University	Athens, Ohio
WSAJ (AM)	Grove City College	Grove City, Pa.
WSHS (FM)	Board of Education	Floral Park, N.Y.
WSOU (FM)	Seton Hall College	South Orange, N.J.
WSUI (AM)	State University of Iowa	Iowa City, Iowa
KSUI (FM)		
WTDS (FM)	Board of Education	Toledo, Ohio
WTHS (FM)	Lindsey Hopkins Vocational School	Miami, Fla.
WUOA (FM)	University of Alabama	University, Ala.
WUOM (FM)	University of Michigan	Ann Arbor, Mich.
WUOT (FM)	University of Tennessee	Knoxville, Tenn.
WUSV (FM)	University of Scranton	Scranton, Pa.
WVSH (FM)	School City of Huntington	Huntington, Ind.
WWHI (FM)	Wilson Junior High School	Muncie, Ind.

Possible additions to the network as of July 1, 1952

KANW (FM)	Board of Education	Albuquerque, N.M.
WDET (FM)	Wayne University	Detroit, Mich.
WUNC (FM)	University of North Carolina	Chapel Hill, N.C.



APPENDIX "B"

SERIES DISTRIBUTED BY NAAB TAPE NETWORK AND THEIR UTILIZATION

Series & Title	Source	No. of Programs	Length of Each Program (Min.)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
I We Human Beings	Lowell Instit.	7	30:00	3:30	19	100	66:30
At this point, the number of stations increased to 35							
II A Long Life	Lowell Instit.	10	30:00	5:00	17	49	85:00
III Great Themes in a Great Hall	Cooper Union Forum	12	60:00	12:00	13	37	156:00
IV Ses Quicentennial Concerts of the U.S. Army Band	WNBC & Fed. Rec. Comm.	7	60:00	7:00	21	31	77:00
At this point the number of stations increased to 41							
V Music for the Connoisseur	WNBC	13	60:00	13:00	15	37	195:00
VI Canadian Concerts	CBC	6	30:00	3:00	11	27	33:00
VII BBC World Theatre	BBC	13	60:00	13:00	21	51	273:00
VIII The Human Adventure	U. of Chicago	17	30:00	8:30	22	54	187:00
IX Reader's Almanac	WNBC	10	30:00	5:00	8	20	40:00
X Ideas and Their Communication	Cooper Union Forum	10	60:00	10:00	19	46	190:00
51-1 Los Angeles County Museum Chamber Music Concerts	KUSC	13	75:00	16:15	9	22	116:15
51-2 America in Crisis	Cooper Union Forum	9	60:00	9:00	27	66	243:00
At this point the number of stations increased to 43							
51-3 Music for the Connoisseur	WNBC	13	60:00	13:00	33	77	429:00
51-4 Women	Cooper Union Forum	12	60:00	12:00	27	63	324

* Percentage of Usage is that percentage of stations which actually used the series among those to whom the series was offered.

x Total Air Time is the time of the series multiplied by the number of stations using the series.

() Stations not reporting their use of the series, plus the originating station.

Series & Title	Source	No. of Programs	Length of Each Program (Min.)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
51-5 The Nature of the Universe	BBC	8	30:00	4:00	38	88	152:00
51-6 The New World of Atomic Energy	WLS	11	15:00	2:45	34	79	93:30
51-7 Music for the Connoisseur	At this point the number of stations increased to 70 WNYC	13	60:00	13:00	50 (10)	83	650:00
51-8 BBC World Theatre	BBC	13	60:00	13:00	42 (9)	69	546:00
51-9 The People Act	20th Century Fund	13	30:00	6:30	41 (12)	71	266:30
51-10 Stories 'n Stuff	WILL	13	30:00	6:30	37 (10)	62	240:30
51-11 Festival Concerts	WILL	9	60:00	9:00	35 (12)	60	315:00
51-12 International Visitor	WOSU	13	15:00	3:15	32 (11)	54	104:00
51-13 Masterworks Story	WQAL	13	15:00	3:15	40 (11)	68	130:00
51-14 America and the World	U. of Denver & Colgate Conf.	13	30:00	6:30	39 (12)	67	253:30
51-15 Bligh of the Bounty	BBC	8	30:00	4:00	42 (3)	63	168:00
51-16 U.S. Army Band Concerts & U. of Michigan Symphonic Band	WNYC & Fed. Rec. Comm. & WUOM	13	60:00	13:00	44 (3)	66	572:00
51-17 Music for the Connoisseur	At this point, the network assessment fee was levied WNYC	13	60:00	13:00	45 (16)	98	585:00
51-18 Masterworks Story	WQAL	13	15:00	3:15	38 (16)	83	123:30
51-19 Bach Memorial Concerts	WHA	13	30:00	6:30	33 (16)	72	214:30
51-20 Time for Planting	WLW	13	30:00	6:30	34 (15)	72	221:00
51-21 Stories 'n Stuff	WILL	13	30:00	6:30	35 (16)	76	227:30
51-22 Fear and Anxiety	Cooper Union Forum	10	60:00	10:00	26 (16)	57	260:00
51-23 America and the World	U. of Denver	13	30:00	6:30	38 (15)	81	247:00

Series & Title	Source	No. of Programs	Length of Each Program (Min.)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time*
51-24 Mental Health	KUOM	13	15:00	3:15	27 (16)	59	87:45
51-25 BBC World Theatre	BBC	13	60:00	13:00	38 (15)	81	494:00
51-26 University Concerts	WUOM & WILL	9	60:00	9:00	33 (17)	73	297:00
51-27 Pride and Prejudice	BBC	12	30:00	6:00	30 (15)	64	180:00
51-28 Aging Successfully	WILL	13	30:00	6:30	27 (16)	59	175:30
51-29 Living in an Atomic Age	BBC	6	15:00	1:30	29 (15)	62	43:30
51-30 A Trip Through Switzerland	U. of Berne	7	15:00	1:45	39 (15)	83	68:15
51-31 NAEB Bonus Programs Report From Korea Station "60" Sen. Kefauver	Combat Report KUOM	4 1 1	15:00 60:00 60:00	1:00 1:00 1:00	34 (15) 34 (15) 30 (15)	72 72 64	34:00 34:00 30:00
At this point the number of stations increased to 65							
52-1 Music for the Connoisseur	WNYC	13	60:00	13:00	44 (16)	90	572:00
52-2 United We Stand	Cooper Union Forum	11	60:00	11:00	31 (15)	62	341:00
52-3 BBC World Theatre	BBC	13	60:00 plus	13:00 plus	40 (15)	80	520:00
52-4 Stories 'n Stuff	WILL	13	30:00	6:30	36 (16)	73	234:00
52-5 Mental Health	KUOM	13	15:00	3:15	31 (16)	63	100:45
52-6 Journeys Behind the News	U. of Denver	12	15:00	3:00	33 (15)	66	99:00
52-7 Invitation to Read	KWAX	13	15:00	3:15	39 (16)	80	126:45
52-8 Canterbury Tales	BBC	11	45:00 (Aver)	8:15	27 (15)	54	222:45
52-9 Freshman Forum	WHA	13	60:00	13:00	24 (16)	49	312:00
52-10 A Trip Through Switzerland	U. of Berne	13	15:00	3:15	37 (15)	74	120:15

Series & Title	Source	No. of Programs	Length of Each Program	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
52-11 International Visitor	WOSU	13	15:00	3:15	27 (16)	55	87:45
52-12 NAEB Extras Graham Hovey The Conduct of the War Report From Korea Herald Trib High School For	WHA BBC Combat Report WNYC	5 1 4 3	15:00 30:00 30:00 60:00	1:15 1:30 2:00 3:00	25 (15) 27 (15) 28 (15)	50 54 56	31:15 13:30 56:00
52-13 Security Begins at Home	Fed. Sec. Ag.	13	15:00	3:15	28 (15)	56	91:00
52-14 Looking Ahead in Education	Cooper Union Forum	14	60:00	14:00			
52-15 Stories 'n Stuff	WILL	13	30:00	6:30			
52-16 Music for the Voice	KNLC	13	15:00	3:15			
52-17 Invitation to Read	KWAX	13	15:00	3:15			
52-18 The Virginians	BBC	13	30:00	6:30			
52-19 Security Begins at Home	VSA	13	15:00	3:15			
52-20 International Visitor	WOSU	13	15:00	3:15			
52-21 The Bard of Avon	WILL	13	30:00	6:30			
52-22 NAEB Extras The Battle of Leyte Gulf The Thames Da Vinci Da Vinci	BBC BBC BBC Cooper Union Forum	1 1 1 3	60:00 60:00 60:00	1:00 1:00 3:00			
NAEB SCHOOL SERIES. FOR IN-SCHOOL BROADCASTING. 24 Stations.							
S52-1 Let's Find Out	KSLH	14	15:00	3:30	24	100	84:00
S52-2 Uncle Dan of Froggy Hollow Farm	WABE	14	15:00	3:30	23	96	80:30
S52-3 Growing Up	WHA	14	15:00	3:30	24	100	84:00

SUMMARY OF SERIES AND NUMBER OF HOURS PER TYPE OF PROGRAM

No. of Music series	15
Indiv. shows dist.	1
Total	16

No. of Music hours.....4,368:15 Hrs.

No. of Talk series	35
Indiv. shows dist.	5
Total	40

No. of Talk hours.....3,963:00

No. of Drama series	10
Indiv. shows dist.	3
Total	13

No. of Drama hours.....2,642:45

No. of Documentary series	7
Indiv. shows dist.	2
Total	9

No. of Documentary hours.....789:00

No. of Children's series	14
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No. of Children's hours.....1,034:30

Total	12,797:30 hours
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APPENDIX "C"

TAPE NETWORK INCOME FROM SERVICE ASSESSMENT FEES

Network Service Assessment Fees are levied on the same basis as stations are charged for regular NAEB annual dues. The stations are divided into three classes according to transmitter power.

Class "A"	5kw. or more
Class "B"	1kw. to 4.9 kw.
Class "C"	Less than 1kw.

The membership voted at the annual convention at Biloxi, Mississippi in November, 1952 to levy an annual service assessment fee for the network service. The rates established for the fiscal year July 1, 1952, to June 30, 1953 were:

Class "A"	\$200.00
Class "B"	125.00
Class "C"	75.00

The membership further voted to assess fees for the six-month period January 1, 1952, to June 30, 1952 at half the rate for the first full fiscal year.

These charges break down as follows:

Period—January 1, 1952, to June 30, 1952

Number of stations in each classification

Class "A"	16
Class "B"	15
Class "C"	30
Total	61
Plus WNYC carried free	1
	62 Stations participating in Network (Jan., 1952)*

Rates

Class "A"	\$100.00
Class "B"	62.50
Class "C"	37.50

Revenue

Class "A"	\$1,600.00
Class "B"	937.50
Class "C"	1,125.00
Total	\$3,662.50 *

* Stations, KSDS, WNYE, & WOUT were added late in this period and are not counted in the number of stations nor revenue received. They will not be billed until fiscal year 1952-1953.

Period---July 1, 1952, to June 30, 1953

Number of stations in each classification

Class "A"	20
Class "B"	16
Class "C"	32
Total	<u>68</u>

Rates

Class "A"	\$200.00
Class "B"	125.00
Class "C"	75.00

Revenue (Estimated)

Class "A"	\$4,000.00
Class "B"	2,000.00
Class "C"	2,400.00
Total	<u>\$8,400.00</u>

May 14, 1952

Mr. Robert VanDuyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Mr. VanDuyn:

Thanks for information on the hotel
situation in Battle Creek next week. We'll
proceed to get reservations at the Battle Creek
Sanitarium.

Sincerely,

Frank E. Schooley
Treasurer

FES:fmh

blind copy - J. Miles

W.K.KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

HUGH B. MASTERS
DIRECTOR

ROBERT G. VANDUYN
ASSOCIATE DIRECTOR

May 12, 1952

Mr. Frank E. Schooley, Treasurer
National Assoc. of Educational Broadcasters
WILL, University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

We just discovered today that there are complications in using the Hart Hotel. This hotel seems to be booked to capacity during the time the NAEB fellows expect to be here. May we suggest that you make reservations at the Battle Creek Sanitarium, which is just up the street a block from our office. We have checked to be sure there will be no complications there concerning rooms.

We stay on the same time the year around in Battle Creek--eastern standard time.

We are looking forward to seeing you on Friday, May 23, and have made arrangements for you to use our facilities as long as you need them over the weekend.

This week I will spent two or three days with Jim Miles who is in Iowa visiting Dick Hull.

We are looking forward to having you people with us.

Sincerely,



Robert VanDuyn

RVD:jg

May 28, 1952

Mr. Robert VanDuyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

A sincere word of appreciation to you, and to every member of the Kellogg staff, from one who certainly enjoyed the opportunity of being present in Battle Creek. Please express my appreciation to others of the staff, too. Tell Andy I'm afraid I won't be on hand Saturday when the Illini defeat the rest of the Big Ten at Ann Arbor, so I'll miss seeing him.

Sincerely,

Frank E. Schooley
Treasurer

FES:es

DR. HORNING - INTERNATIONAL DIVISION
DR. KINDEY (SP?) - HEALTH AND MEDICINE
MISS AMY VGLIONE - ASSOC, NURSING
ANDY POTELLO, HOSPITAL

INFORMAL BUDGET REPORT

Prepared by the Executive Director for
the Board of Directors' Meeting, May 23-24, 1952

(Formal reporting will be done
at the end of the fiscal year, June 30, 1952
by the University of Illinois.)

CAPITAL BUDGET

ITEMS	ORIGINAL	REVISED	ACTUAL	BALANCE
(A) L. S. Toogood tape duplicator	\$11,000.00	\$10,266.25	\$6,989.50	\$3,276.75
(B) Tape recording equipment	1,000.00	3,190.73	5,623.20	-2,432.47
(C) Tape playback and speaker	1,000.00	-----	1,335.06	-1,335.06
(D) 1500 reels of tape	5,250.00	4,925.00	4,260.72	664.80
(E) 5,000 shipping cartons	100.00	-----	-----	-----
(F) Installation costs	1,000.00	-----	-----	-----
(G) Cost of administration	-----	967.50	967.50	-----
TOTALS	\$19,350.00	\$19,350.00	\$19,175.78	\$ 174.02

Explanations:

Item A: The price on the Toogood duplicator has always been a nebulous figure. At one time it was \$15,000.00. At another time we thought we could assemble one for less than \$5,000.00. The figure used in the actual column above is the exact quotation finally given us via Rawdon Smith. The order has been placed. Delivery is promised early in June.

Item B: This item has varied for two reasons: (1) the necessity of having some interim equipment on which to do the duplication; (2) Changes in engineering advice from the Presto to the Ampex machines. The \$5,623.20 figure actually purchased a 3-unit Magnecorder and two rack mounted Ampex 300-Rs. The Ampex will be used to make master tapes. The Magnecorder will be used as a standby unit.

Item C: The \$1,335.06 represents not only a high quality amplifier and speaker which are essential to quality auditioning, it also covered a bulk magnetic eraser, a top quality electronic tape splicer, an audio oscilator and a distortion analyzer. All are necessary if we are to have top quality masters.

Item D: In order to operate the network at its present level, we have found it necessary to acquire over 5200 reels of tape. 1512 reels are represented in this item.

Item E: We did buy shipping containers but these we handled under operating expenses of the NETWORK OPERATING BUDGET.

Item F: Installation costs are included in the purchase price of the duplicator.

Item G: Normal University of Illinois charges for housing the project.

NETWORK OPERATING BUDGET

ITEMS	ORIGINAL	REVISED	ACTUAL	BALANCE	COMMITMENTS
(A) Network Manager & Ass't Director	\$6,000.00	\$6,000.00	\$5,500.00	\$ 500.00	\$1,000.00
(B) Engineer, $\frac{1}{2}$ time	2,200.00	-----	-----	-----	-----
(C) Recording Technician	3,000.00	3,000.00	2,750.00	250.00	500.00
(D) Clerk	2,400.00	2,400.00	2,200.00	200.00	400.00
(E) Packaging and shipping tapes	4,400.00	-----	-----	-----	-----
(F) Office expenses	500.00	-----	-----	-----	-----
(G) Operating expenses	-----	5,903.00	7,415.97	-1,512.97	2,850.00
(H) Replacement and maintenance	3,000.00	3,000.00	-----	3,000.00	-----
(I) Workmens compensation	-----	162.00	148.50	13.50	27.00
(J) Cost of administration	-----	1,035.00	1,035.00	-----	-----
TOTALS	\$21,500.00	\$21,500.00	\$19,049.52	\$2,450.48	\$4,777.00

Explanations:

General: This budget was drawn for 12 months, but will actually cover 13 months. This accounts for the majority of the difference between the commitments and balance columns (\$2,326.52).

Item B: This item was eliminated as such, and the recording work done on a contract basis by the WILL recording service. This was billed under Item G.

Items

E and F: These were grouped together and with a portion of B make up Item G.

Item G: This includes: 1. Transcription charges (\$3,083.01) (\$1,700.00); 2. Mailing charges (\$1,321.24) (\$900.00); 3. Telephone and telegraph charges (\$150.00) (\$50.00); 4. General (\$1,162.64) (\$200.00); and 5. 567 reels of tape (\$1,699.08).
FIRST FIGURES IN EACH CASE ARE ACTUAL EXPENDITURES -- SECOND FIGURES ARE COMMITMENTS.

Item H: This item was intended as a reserve. Obviously it is needed for operating expenses.

Item I: Illinois law calls for 1.5% on all salaries.

Item J: Normal University of Illinois charges for housing the project.

PROJECT BUDGET

ITEMS	ORIGINAL	REVISED	ACTUAL	BALANCE	COMMITMENTS
A Project Director	\$ 9,000.00	\$ 9,000.00	\$ 6,000.00	\$ 3,000.00	\$ 1,500.00
B Directors annuity	-----	1,020.00	765.00	255.00	85.00
C Secretary	3,000.00	2,400.00	1,600.00	800.00	400.00
D Extra labor	-----	-----	602.00	-602.00	300.00
E Workmens Compensation	-----	171.00	112.00	59.00	28.00
F Cost of Administration	-----	1,700.00	1,700.00	-----	-----
G Working committees	2,500.00	-----	964.97	-964.97	-----
H Workshop	8,000.00	5,000.00	-----	5,000.00	-----
I Central office materials	4,000.00	4,709.00	2,760.07	1,948.93	400.00
J Community studies	2,500.00	-----	-----	-----	-----
K Unassigned travel	3,500.00	2,000.00	1,703.85	296.15	300.00
L Regional seminars	-----	5,000.00	2,000.00	3,000.00	-----
M Board Meetings	-----	2,000.00	3,438.13	-1,438.13	2,000.00
N Reserve	-----	1,000.00	-----	1,000.00	-----
TOTALS	\$34,000.00	\$34,000.00	\$21,646.02	\$12,353.98	\$ 5,013.00

PROJECT BUDGET -- Page 2

- Item A: There will be some money left in this item inasmuch as the Director did not assume office until September 1.
- Item C and D: We have had three people in this position this year. Hence, it has been necessary to put at least part of this money over into extra labor.
- Item E: Illinois law calls for 1.5% on all salaries.
- Item F: Normal University of Illinois charges for housing the project.
- Item G: The working committees who met with these funds are the Tape Network Engineering Committee; the Tape Network Program Acceptance Committee; and the Tape Network In-School Programs Committee.
- Item H: A workshop is scheduled for June 15 through June 25, 1952. This, however, is not listed as a commitment on the budget inasmuch as the Executive Committee approved charging this workshop against the 1952-53 budget. This money would then be available to apply against our \$8,000 debt for tapes.
- Item I: This item includes printing, telephone and telegraph, and all similar office functions.
- Item K: This item includes the traveling by the Executive Director, the Tape Network Manager, and individual trips by several other people on project business.
- Item M: Because of the difficulty of communication and the multiplicity of problems confronting the Board and the Executive Committee, it seemed absolutely imperative that the expenditures under this item be made.

HEADQUARTERS REPORT

The first year of the educational broadcasting project sponsored by the Kellogg Foundation can truly be called a shakedown year. It is said that broadcasting in its broadest scope is one of the main elements of mass communication. While the NAEB may have solved many of the problems of mass communication, it still found basic communication very difficult. When you add to this the fact that there were many problems which demanded the ultimate in communication, you begin to get some idea of the magnitude of the task. That we have been able to hold together at all is perhaps a major accomplishment. To say that we have actually forged ahead and are on more solid ground than a year ago is, in effect, great praise.

It is important to be historical for a moment, especially for the benefit of those who may read this report and do not have the background of active NAEB-ers. NAEB organized under this name in 1934 from the dying embers of what were once the strong fires for educational broadcasting of the mid-twenties. It managed through the late thirties and the war years of the forties to stay in existence -- but progressed very little. The end of the war, the opening of the FM band, and the allocation of 20% of the FM channels for educational purposes -- largely at the instigation of NAEB -- breathed new life into those embers. The next bit of fuel added was the strengthening of the News-Letter, taking it away from a strict house organ function and making it a voice for educational broadcasting. The fires were pushed to white heat by the Allerton Seminar of 1949 and kept there by the subsequent seminar in 1950. The seminars gave form to the idea of the tape network which was quickly implemented. The continued associations prompted the then NAEB President to call a special meeting from which was formed the Joint Committee on Educational Television.

The membership rightfully felt that it had gone perhaps as far as it could go under its own power and so asked its emissaries to send out feelers for

potential help. Such help was forthcoming but, as with everything else in radio, it came in landslide proportions. Not only were we to have the long sought money for strengthening the tape network and providing a central office, but we were also to have the money for a strengthened Joint Committee on Educational Television, a large program production unit, and a substantial sum for the conducting of the TV monitoring projects.

It took only a glance to realize that the main function of the central office, aside from the strong tape network operation, was one of liaison, of keeping people informed, of establishing the channels of communication. This has proved a very large order indeed. However, it is possible today to say that the people concerned are better informed about the many programs of NAEB than ever before in its history. Communications are still not adequate. Procedural matters are still not clearly worked out. The place of NAEB Headquarters is still not clearly established in many minds.

The place of Headquarters in the average member's mind is, however, much more clear. It does provide for them the long needed pool of information about educational broadcasting. It gives them the place to write and be assured of speedy and accurate answers to their current problems. It is starting to provide unsolicited helps in the fields of promotion, programming, T.V., and many others.

One of the major parts of the project was the support of seminars and meetings which were designed to strengthen both stations and personnel. NAEB had long felt the need for such meetings, but budgetary limitations had prevented these. Now that these limitations were partially lifted, what were the best meeting forms which could be used? One that had long been proposed was the regional meeting. This was activated in Norman, Oklahoma, in March of 1952. The protagonists' every wish was fulfilled. It was successful on many counts. It gave knowledge to many people who in the past had never talked to another person engaged in educational

broadcasting. It gave a new insight on the national level of educational broadcasting to the officers of the association who acted as consultants for the meeting. Here certainly was the fertile ground, the seed had been well planted, and NAEB on its own experience easily and with assurance cultivated its growth.

Aside from the regional meeting, this was a year of policy meetings. The list runs somewhat like this:

September: Executive Committee meeting;

November: Meeting of the Executive Committee, Board of Directors, Adult Education Committee, and the National Convention;

December: Adult Education Committee;

January: Adult Education Committee, combined meeting of Adult Education Committee and the Board of Directors, and the Tape Network Engineering Committee;

February: Tape Network Program Acceptance Committee, Tape Network In-School Programs Committee, and the Executive Committee;

March: Adult Education Committee, Executive Committee, and Regional Conference;

April: Executive Committee, Tape Network In-School Program Committee, and Board of Directors meeting;

May: Board of Directors meeting.

In addition to preparing for and attending the meetings mentioned in the previous paragraph, the Executive Director attended:

In September: The Carnegie Roundtable for World Peace;

In December: The School Broadcast Conference;

In January: The Constituent Embargo Meeting of the American Council on Education and the St. Louis Television Programs Meeting;

In April: The Institute for Education by Radio-Television and
the Television Programs Institute;

In May: The annual meeting of the American Council on Education.

In connection with these meetings, the Executive Director has taken the opportunity to visit the following member stations:

WFPL -- Louisville
WNAS -- New Albany
WUOA -- University of Alabama
WARE -- Atlanta Public Schools
WUOT -- University of Tennessee
WBKY -- University of Kentucky
WNYC -- New York City
WDUQ -- Duquesne University
WMUR -- Miami (Ohio)
WEPS -- Elgin Public Schools
WBOE -- Cleveland Public Schools
WKAR -- Michigan State College
WMCR -- Western Michigan State College
KSLH -- St. Louis Public Schools
WNAD -- University of Oklahoma
WOI -- Iowa State College

In addition, the Executive Director visited Associate Member Lehigh University and prospective member Antioch College. Past travelling has enabled the Executive Director to visit:

WHA -- University of Wisconsin
KUOM -- University of Minnesota
WUOM -- University of Michigan
WSUI -- State University of Iowa
WFIU -- Indiana University
WGRE -- DePaul University
WILL -- University of Illinois
WBAA -- Purdue University

This personal knowledge of the personnel, facilities, and methods of operation of twenty-four of our eighty-four Active Members makes it a great deal easier to render real service to these members.

This has been an extremely trying year and yet an extremely gratifying one. Many really fine individuals have given of their very best. We have taken tremendous strides. There are many more yet to take. That we will take them is a foregone conclusion. They are the necessary steps toward our ultimate goal: sound educational broadcasting.

F I R S T Y E A R

E D U C A T I O N A L B R O A D C A S T I N G P R O J E C T

A Report

from

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

to

W. K. KELLOGG FOUNDATION

"...history was made in educational broadcasting."

These were the words John Dunn, Director of NAEB Region V, used to describe the first regional conference in NAEB history. This conference was a long dreamed of high point of the past year for NAEB. It was finally possible this year under terms of the grant from the W. K. Kellogg Foundation.

Region V of NAEB is composed of the states of Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas, and Louisiana. This land of wide open spaces was also a land of great distances between educational broadcasters. Many of the people who found it possible to attend this conference with Foundation help had in the past literally never talked to another person engaged in educational broadcasting. Who then could better counsel these people than practical educational broadcasters? It was therefore logical that the national officers of NAEB, all practical educational broadcasters, be chosen as the consultants for this meeting.

The results will be felt for a long time. Immediately they can best be summed up by quoting two paragraphs from the report of John Dunn, who originally fathered the idea of regional divisions of NAEB and who sparkplugged this meeting.

"REGIONALLY, I believe that Region V, for the first time, has a deeper respect for and understanding of the National Association of Educational Broadcasters than even before; regional members know their national officers and are greatly impressed with their ability; regional members know each other in a truly personal way, regional members realize that others have problems sometimes greater than their own; regional members are willing to help others so far as it is in their ability in the solution of problems; regional members are truly inspired to do bigger and better things in educational broadcasting.

"NATIONALLY, I think the national officers got a real insight into the problems of small operations; they know what educational broadcasting is doing at the 'grass roots' level. We proved to ourselves that we could operate a conference in a helpful way without any so-called 'big shots'."

In the matter of regional meetings, as with everything else it attempted this past year, the educational broadcasting project was experimental. It was a shake-down year. To get a true perspective on the problems faced and solved by this activity, it is perhaps wise to turn briefly to history.

The idea of educational broadcasting was born at the same time the technical problems of broadcasting were solved. Early in the 1920's people began talking about the great potentialities for mass education via radio. Some who thought of radio as a panacea to all educational problems soon lost some of their enthusiasm when broadcasting didn't fall into the accustomed and time-tested educational patterns.

A group of the stouter-hearted individuals who realized that radio would be important in its long term aspect continued to broadcast and to talk about the present accomplishments and even greater potentialities of the new medium.

This organization of the 20's, feeling the need for a stronger association, formed and activated NAEB in 1934. During the years prior to the advent of FM, NAEB continued to serve as the focal point for the exchange of information among those interested in educational broadcasting. The end of the war and the opening of the FM band with its allocation of 20 percent of the FM channels for educational purposes -- largely at the instigation of NAEB -- meant that the possibilities for the growth of educational broadcasting were now increased many fold.

NAEB and its members rightly decided that this was the time to strengthen the organization from within. The first thing attempted was a strengthened publication. NAEB had long issued a monthly News-Letter varying from four to ten pages and containing information of and for members. This was now expanded to thirty to forty pages monthly with an attempt to secure all news bearing on educational broadcasting. From the original News-Letter circulation of less than fifty, there are now nearly four hundred News-Letters distributed each month.

Other members felt the need for group determination of educational broadcasting's "aims and responsibilities." These were spelled out during the summer of 1949 at the first Allerton Seminar on educational broadcasting. There was a subsequent seminar in 1950 which concerned itself with the problems of interpreting educational material via radio. These seminars gave form to the idea of the NAEB Tape Network, which was quickly implemented and which has continued to grow to its present position of importance.

When it appeared that education's stake in the television picture was about to be determined, the NAEB President called a special meeting with these seminar attendees as the nucleus. This meeting led to the formation of the Joint Committee on Educational Television, which has been the guiding force in securing a reservation of 242 T.V. channels for education.

It had been felt that if NAEB were to progress as speedily as the occasion seemed to demand, it would have to have immediate outside support. It was at this point that the proposal which began the Kellogg Foundation Educational Broadcasting Project was presented to the Foundation. At this same time other approaches were being made to other foundations for money in

different areas. At about the same time the Kellogg Foundation made its grant, the Fund for Adult Education made a grant for the production of several series of distinguished radio programs, and another grant for the conducting of T.V. monitoring projects. At the same time money was made available to two other areas of educational broadcasting -- The Joint Committee on Educational Television and WOI-TV, the only television station in the country owned by an educational institution.

It was readily apparent that the headquarters office of NAEB would have a large size job in merely keeping people informed of what the various NAEB members and NAEB projects were doing. This important job is being done. NAEB policy persons are today better informed about the many programs of NAEB than ever before in its history. Lines of communication and forms of procedure are being worked out rapidly.

To the NAEB member, headquarters provides that all-important service which has been sorely lacking in years past -- namely, a needed pool of information about educational broadcasting which is readily available. While the members have been calling upon headquarters for specific information for some time, it is only relatively recently that they have been provided with unsolicited helps in the fields of promotion, programming, television, and many others. Many members have expressed their appreciation for these helps, and they will be expanded in the future.

NAEB has for a long time had a number of committees. These functioned in the past mainly through correspondence. Meetings involving the stimulating face-to-face exchange of ideas were rarely possible. In recent years the NAEB Board has been the only group to meet regularly -- usually twice a year. This past year the

NAEB Board has been able to meet four times; the Executive Committee has met five times; the Adult Education Committee four times; the Tape Network In-School Program Committee twice; the Tape Network Acceptance Committee and the Tape Network Engineering Committee, once each. The headquarters office has prepared the majority of background material used at the above meetings. This has greatly expanded the possible items for consideration by the committees.

Personal visitations were realized as an integral part in strengthening individual operations. The Executive Director visited eighteen member institutions during the past year. In addition, NAEB was represented by headquarters personnel at eight meetings of other organizations.

The Kellogg Foundation has provided much more than money for this project. The advice and consultation of Mr. Hugh Masters and Mr. Robert VanDuyn has been sought and gladly given upon several occasions. Their stories of how other organizations handled similar problems have often provided the key to the solution of some of our problems. At the same time, they have made scrupulously sure the ideas eventually carried out were those of NAEB.

This has been a year of super activity on the part of those charged with the responsibility of determining the policies for educational broadcasting. It has been a year strengthened by the many new groups entering the educational broadcasting field. It has been a year made even more glowing by the unfulfilled promise of educational television. Measured by the past, this has been a year of tremendous growth. If the potentialities for the future come anywhere near true, it will eventually seem that we have

moved at a snail's pace. This has been a necessary year. Necessary steps have been taken toward our ultimate goal: sound educational broadcasting.

In summary, the educational broadcasting project this past year has meant:

(1) That the first real headquarters for educational broadcasting has been established. This means that not only do educational broadcasters have a place to turn to seek information, but that those not now directly connected with educational broadcasting know there is a centrality of thought and action in this area.

(2) That there has been a chance for educational broadcasters to get together, sharing in ideas and solving problems in face-to-face situations.

(3) That there was held the first regional meeting in the history of educational broadcasting; that the first real help has gotten to the educational broadcasters who are far from the centers of educational broadcasting and who have been unable to attend the major meetings.

(4) That the first provisions of central service have now been established so that educational broadcasters are securing the best information available on promotion, engineering, production, ideas, and management.

(5) That the tape network is now on a sound footing, able to supply eight to ten hours weekly of high quality programs to supplement and strengthen the individual station offerings.

This brings us to a discussion of the NAEB Tape Network to which we now turn.

THE NAEB TAPE NETWORK

June, 1952

INTRODUCTION

The NAEB Tape Network came into being in January of 1950 when the series WE HUMAN BEINGS was offered to 19 stations. In January of 1951 the headquarters of the tape network operation was moved from WNYC in New York to the University of Illinois. There it was operated under the guidance of the Division of Communications. In June of 1951 the network began operations under the grant from the Kellogg Foundation. To indicate fully the progress made by the tape network, this report summarizes its activities from the beginning in January, 1950.

STATION PARTICIPATION AND PROGRAM DISTRIBUTION

When the network operation was moved to the University of Illinois in January of 1951, there were 41 stations participating in the service. One copy of each program was circulated among a selected number of these stations. Because of the limited facilities, it was not possible to offer all programs to all stations. At this time the average monthly production of tapes was 17 reels, and the average monthly air time was 118 hours.*

Shortly after January, 1951, an effort was made to increase the network's output. Four "legs" or groups of stations were

*Throughout this report "air time" indicates the following computation: Total running time of all programs distributed multiplied by the number of stations using the programs. Includes only regular series. Does not include extra programs or in-school programs.

established. It was intended that four copies of all programs would be made and a copy circulated on each of the four "legs". This increased the average monthly production of tapes to 53 reels, and the average monthly air time to 167 hours. This also made it possible to offer all programs to all stations. Such was the network on June 1, 1951, the starting date of the grant from the W. K. Kellogg Foundation.

The first steps taken under the grant were the purchasing of recording equipment and tape, and the hiring of additional personnel. The equipment purchased was so selected that it could serve in the duplicating process while the search for a large duplicating machine was conducted. The number of "legs" or groups of stations was increased to 8. The number of stations participating increased to 52. Four months after the start of the grant the average monthly air time increased to 1,082 hours. These figures represent a significant improvement in the service. More programs were being distributed to more stations in less time.

Within a few months the number of stations increased to 70. The annual NAEB convention was held in Biloxi, Mississippi, in November, 1951. At this meeting the NAEB Board of Directors took up the problem of levying a fee on stations using the network. It was deemed wise to put to the test the willingness of stations to support the network operation. A schedule of assessment fees was devised and the matter was put to the membership for a vote. (See Appendix "C".) The membership approved the plan. Thus, prior to the need for income from the stations to augment the annually decreasing funds from the Kellogg grant, the member stations agreed to pay a substantial annual assessment fee. The results of this

action have been highly encouraging. 8 stations felt they could not afford to continue the service on a paying basis. This left a total of 62 stations. Since then some have returned to the network, and a few new stations have joined. The present total of paying stations is 65. Three additional stations have asked for the service indicating that with the next assessment period, beginning July 1, 1952, there will be 68 paying participants in the network.

By January of 1952 the network achieved its present operational level. The average monthly tape production increased to 1,061 reels. There were now 12 "legs". Average monthly air time increased to 1,231 hours. This indicates the scope of the operation at the time of this report.

PROGRAMS AND THEIR UTILIZATION

The tape network has offered 73 regular series of programs plus 12 extra series or individual programs, totalling 904 individual programs. This represents 12,797 hours and 30 minutes of air time.*

The programs have been obtained from a wide variety of sources including: member stations; the British Broadcasting Corporation; the Cooper Union; the Canadian Broadcasting Corporation; the University of Berne, Switzerland; the Federal Security Agency; the Mutual Security Agency; the Armed Forces of the United States; the United Nations; UNESCO; commercial stations and networks; private foundations; and other public service agencies. The programs have been concerned with many important subject areas and were presented in numerous formats.

The percent of stations using regular program series has

* See Appendix "B "

run from a low of 20% to a high of 100% with an average percentage of use of 66%. This is an encouragingly high percentage in view of the fact that use is entirely optional on the part of the station. No effort is made to increase the usage of programs except to select programs of continually higher quality. This use of the network service has also been achieved with a distribution system that cannot guarantee a regular delivery of tapes on a sufficiently safe basis to insure complete regularity of scheduling. This bodes well for the network's future.

TOWARD A SOLUTION OF SOME PROBLEMS

Two important steps were taken during the past year to help solve some of the network's most pressing problems.

In January there met in Urbana a group of engineers and invited electronics specialists. This group was concerned with the technical problems of tape recording and the mass reproduction of tapes. Tape recording is such a new process that the extant technical standards are incomplete. Thus it became obvious that technical standards would have to be devised by our own members. A preliminary report was submitted. The standards are now being revised and will soon be published as a technical guide for the entire network operation.

In February there met in Lafayette, Indiana, the Tape Network Program Acceptance Committee and the In-School Programs Committee. These committees were confronted with the problem of establishing policies and evaluative criteria for programming the network. A greatly increased mutuality of thinking on the subject of programs resulted. A report of these findings was published for the information of all member stations. The In-School Programs

Committee took further action in implementing an active distribution of programs designed for classroom use in elementary and secondary schools. This distribution is now a successful reality.

THE OPERATION

At this writing the network is still required to operate on a "bicycle" basis. The equipment, tapes, and personnel made possible by the Kellogg grant have permitted expanding this operation to a maximum degree. However, optimum service is not possible under a "leg-bicycle" system. There are too many possibilities of shipping errors, delays in the mail, and actual losses of tapes. Experience indicates that the most effective operation is a direct two-way service wherein each station is supplied directly from headquarters with its own copies of all programs. This is possible only with a machine capable of duplicating tapes in mass volume. Such a machine is now contracted for and will be installed no later than July 1, 1952. Starting with the programs to be issued in September, 1952, each station will receive its own copy of all programs, and the network will achieve the operating efficiency toward which it has been striving.

The network has acquired approximately 5,200 reels of recording tape. This quantity has made possible the continually expanding service. Tape supply has been one of the major chronic problems. This situation has not changed. With the advent of direct headquarters-station service the need for tapes will be increased. The only alternative to an increased tape supply is a reduction in the volume of programming distributed. At this time it is anticipated that approximately 10,000 reels of tape will be needed to keep the network operating at peak efficiency.

CONCLUSIONS

The NAEB Tape Network has achieved a position of eminence in the field of educational broadcasting. It is now enjoying a national, and even an international, reputation. It is supplying a significant program service to the vast majority of non-commercial educational stations in the United States. It is providing the residents of the major population centers with a truly alternative radio service. It is clear that this has been possible because of the grant from the Kellogg Foundation. It would not have been possible to weather the early days of the operation without this help. It is equally clear that continuing support by the using stations will be accomplished to a degree in excess of the most generous estimates.

This much has been achieved before the network reached its maximum efficiency. The full potential of this idea will not be realized until the mass duplicator is installed. The keen enthusiasm expressed by member stations has been developed while operating under a system that precludes regular, dependable, and timely service. This will be altered during the summer of 1952.

Program resources are maturing and developing at a most encouraging rate. National organizations, governmental agencies, foreign governments, international organizations, and private public service groups are now exercising the initiative in providing programs for the network. In the fall of 1952 the network will begin the distribution of programs produced under a grant from the Fund for Adult Education. This project was predicated on the existence and efficient operation of a tape network service. Plans are developing for extensive cooperative program production by member stations.

In view of all of this, it is impossible to look upon the future of the tape network with anything but enthusiastic optimism.

SECOND YEAR
EDUCATIONAL BROADCASTING PROJECT

A Proposal

from

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

to

W. K. KELLOGG FOUNDATION

PLANS FOR 1952-53

Plans for utilization of the money outlined in the attached budget statement can again be divided into three general areas:

- (1) Network operation
- (2) Seminars, meetings, etc.
- (3) Central office functions

The NAEB Tape Network has been seriously hampered this past year by the lack of the key piece of equipment, the mass duplicator. With its arrival now seemingly only a matter of days away, we are making many plans not only to adequately use this piece of equipment but to change the operation of the network so that it can more speedily and more surely distribute the many fine programs which are available to it. The major hope is that we can dispense entirely with the system of legs and start a system of direct distribution to each member station. We are also looking forward to handling some exceptional program material, especially the Adult Education Project's series.

The arrival of the duplicator means not only a change of methods but also a change of personnel and their duties. These plans are again well under way. One new member will be added to our staff in June and another perhaps in the fall as the details of the operation are developed. The tape duplicator will also solve, we hope, another knotty problem, that of quality reproduction. The engineering group is still working on tape reproduction standards and is making progress toward the ultimate goal of top quality masters, top quality duplicates, and top quality reproduction by

the local stations.

By a financial twist the seminar portion of the operation gets off to a real start even before the fiscal year begins. At this writing, twenty-one public school broadcasters will meet in Allerton House, June 15-25. This seminar will be under the guidance of H. B. McCarty, Director, Station WHA, University of Wisconsin; I. Keith Tyler, Director, Office of Radio Education, Ohio State University; Alvin Gaines, Program Director, Station WABE, Atlanta (Georgia) Board of Education; and Jim Macandrew, Director, New York City Board of Education. It will have as consultants: Harold Hand, Professor of Education, University of Illinois; Wilbur Schramm, Dean of the Division of Communications, University of Illinois; William E. Levenson, Asst. Supt. of Schools, Cleveland, Ohio; Benjamin Bloom, Examiner's Office, University of Chicago; Martha Gable, TV Co-ordinator, Philadelphia Public Schools; and Gordon Hullfish, Professor of Education, Ohio State University. These people should solve not only some of their operational problems but should also provide a good answer to the ever asked question, "Where does broadcasting fit into the operation of a public school system?"

Plans are rapidly being completed for the television workshop at Iowa State College this summer. This is to be a cooperative venture with Iowa State College and perhaps the Joint Committee on Educational Television. It should bring together those people most actively engaged in preparing for the operation of educational television stations or production centers.

It is the plan with all seminars to make the important item the amount and kind of information the attendee can take home and apply. The Norman, Oklahoma, regional meeting was this type of

meeting. It is a pattern which will be followed in at least two other regions this year. Regions II and VI have already submitted preliminary plans for such a meeting in their area. No Board action has been taken at this time, but it is the feeling that these meetings will not be held until late fall or winter.

The NAEB Convention in Minneapolis in early November will, of course, receive much consideration from headquarters. Should it become necessary to support this convention by bringing in outstanding speakers or in other ways, the budget is flexible enough to handle it.

The NAEB Board when meeting to consider the attached budget held lengthy discussions on the portion allocated to seminars. There was a general realization that there were more jobs which needed doing this year than there was money available to do them. The Executive Director was authorized to proceed along the lines approved but to continue to explore the possibilities in other areas and, if possible, to make some concrete plans for such work. The Board then wished to reconsider and possibly petition the Kellogg Foundation for additional money for work in this area during this current fiscal year.

In the central office area, main effort will be given over to the integration and coordination of the many NAEB projects such as the TV monitoring project, the Adult Education Project, and others. It is hoped that not only can the liaison function be strengthened but that many of the projects not now operating directly from the central office will be able to gear their operations to it in a more concrete way. Of course, the normal function of the distribution of literature, of maintaining the files, of

doing as much of the secretariat work as is possible for the officers will be maintained.

Summing up the meaning of the attached budget in terms of NAEB plans for 1952-53, this means that:

(1) We will have for the first time a really effective tape network able to furnish a copy of every program direct to every station. This allows for greater flexibility and does away with the impossible situations involved in the "bicycle" method.

(2) We will hold the first seminar devoted to consideration of the role of broadcasting by the public schools.

(3) We will hold two more regional conferences. This enables us to take the most advanced knowledge on educational broadcasting directly to the small broadcasters and school systems.

(4) We will have a more effective central office in a better position to serve educational broadcasters generally and to focus and unify the exciting activities now under way.

(5) We will have the opportunity for work groups and NAEB committees to meet occasionally and restudy the problems before educational broadcasters and the proper functioning of the national organization and its programs. Certain plans for this type of study are now under way. NAEB officers will undoubtedly wish to talk to the Foundation in more detail about this later.

BUDGET FOR NAEB HEADQUARTERS AND THE NAEB TAPE NETWORK
July 1, 1952, to June 30, 1953

OVERALL BUDGET

SALARIES AND WAGES	\$27,600.00	
SEMINARS, ETC.	17,700.00	
SUPPLIES AND EXPENSES	10,000.00	
OVERHEAD	<u>2,525.00</u>	
TOTAL		\$57,825.00

BREAKDOWNS

SALARIES AND WAGES	Rate Only	
Executive Director	\$10,000.00	
Secretary	2,900.00	
Assistant Network Manager	3,900.00	
Traffic Manager	2,900.00	
Shipping Manager	2,900.00	
Duplicator Operator	3,500.00	
Extra Labor	<u>1,500.00</u>	
TOTAL S & W		\$27,600.00

SUPPLIES AND EXPENSES \$10,000.00

• SEMINARS, ETC.

Seminar	\$ 5,000.00	
Regional Meetings	4,000.00	
Executive Committee Meetings	2,000.00	
Research - internal	1,000.00	
Research - external	2,000.00	
NAEB Committees	1,500.00	
Office travel	<u>2,200.00</u>	
TOTAL SEMINARS		\$17,700.00

TOTAL \$57,825.00

INTERNAL BUDGETS

PROJECT AREA

Salaries and Wages	\$12,900.00	
Seminars, etc.	16,700.00	
Overhead	1,700.00	
Supplies and Expenses	<u>2,700.00</u>	
TOTAL PROJECT AREA		\$34,000.00

TAPE NETWORK AREA

Salaries and Wages	\$14,700.00	
Travel	1,000.00	
Overhead	825.00	
Supplies and Expenses	<u>7,300.00</u>	
TOTAL TAPE NETWORK AREA		\$23,825.00

TOTAL \$57,825.00

INCOME

PROJECT AREA

from Kellogg Foundation \$34,000.00 \$34,000.00

TAPE NETWORK AREA

from Kellogg Foundation \$16,500.00
from member assessment fees 7,325.00
\$23,825.00

TOTAL \$57,825.00

APPENDIX "A"

HISTORICAL SUMMARY OF THE NUMBER OF STATIONS PARTICIPATING IN THE NAEB TAPE NETWORK

February, 1950---The first series to be distributed by WNYC,
originator of the NAEB Tape Network, was
WE HUMAN BEINGS.

This series was distributed to.....19 stations.

December, 1950---The tenth series, IDEAS AND THEIR COMMUN-
ICATION, was the last series to be distributed
by WNYC. The Headquarters was moved to the
University of Illinois in January, 1951.

IDEAS AND THEIR COMMUNICATION was distributed to 41 stations

May, 1951-----In the NAEB Tape Network Progress Report #2
Network manager, Dick Rider, reported that
the number of stations now being served by
the NAEB Tape Network was.....43 stations.

June, 1952-----The number of stations increased to46 stations.

July, 1951-----Of the 69 active members of NAEB, the number
receiving network service was.....52 stations.

November, 1951---With the start of the package method of dis-
tribution, the network was servicing.....70 stations

December, 1951---A service assessment fee was levied for the
NAEB Tape Network service.

January, 1952----Of the 79 active members, those receiving
network service were.....62 stations.

May, 1952-----The number of stations now being serviced
by the NAEB Tape Network totalled.....65 stations.

July, 1952-----With the addition of three new stations, it
is estimated that the number of stations to be
serviced by the network will be.....68 stations

LIST OF STATIONS CURRENTLY PARTICIPATING
IN THE NAEB TAPE NETWORK

KBPS (AM)	Benson Polytechnic Institute	Portland, Ore.
KCVN (FM)	College of the Pacific	Stockton, Calif.
KDPS (FM)	Des Moines Public Schools	Des Moines, Iowa
KFJM (AM)	University of North Dakota	Grand Forks, N.D.
KFKU (AM)	University of Kansas	Lawrence, Kan.
KANU (FM)	" " "	" "
KMUW (FM)	University of Wichita	Wichita, Kans.
KOAC (AM)	Oregon State College	Corvallis, Ore.
KSAC (AM)	Kansas State College	Manhattan, Kan.
KSDS (FM)	San Diego City Schools	San Diego, Calif.
KSLH (FM)	Board of Education	St. Louis, Mo
KUOM (AM)	University of Minnesota	Minneapolis, Minn.
KUOW (FM)	University of Washington	Seattle, Wash.
KUSC (FM)	University of Southern California	Los Angeles, Calif
KUSD (AM)	University of South Dakota	Vermillion, S.D.
KWAR (FM)	Wartburg College	Waverly, Iowa
KWAX (FM)	University of Oregon	Eugene, Ore.
KWGS (FM)	University of Tulsa	Tulsa, Okla.
KWLC (AM)	Luther College	Decorah, Iowa
KWSC (AM)	State College of Washington	Pullman, Wash.
WABE (AM)	Board of Education	Atlanta, Ga.
WAER (FM)	Syracuse University	Syracuse, N.Y.
WBAA (AM)	Purdue University	Lafayette, Ind.
WBEZ (FM)	Board of Education	Chicago, Ill.
WBGO (FM)	Board of Education	Newark, N.J.
WBGU (FM)	Bowling Green State University	Bowling Green, Ohio
WBKY (FM)	University of Kentucky	Lexington, Ky.
WBUR (FM)	Boston University	Boston, Mass.
WCAL (AM)	St Olaf College	Northfield, Minn.
WDTR (FM)	Board of Education	Detroit, Mich.
WDUQ (FM)	Duquesne University	Pittsburgh, Pa.
WEPS (FM)	Board of Education	Elgin, Ill.
WEVC (FM)	Evansville College	Evansville, Ind.
WFIU (FM)	Indiana University	Bloomington, Ind.
WFPL (FM)	Free Public Library	Louisville, Ky.
WGBH (FM)	Lowell Instit. Co-op B/dcasting Council	Boston, Mass.
WGPS (FM)	Greensboro Public Schools	Greensboro, N.C.
WGRE (FM)	DePauw University	Greencastle, Ind.
WHA (AM)	University of Wisconsin	Madison, Wis.
WILL (AM)	University of Illinois	Urbana, Ill.
WIUC (FM)	" " "	" "
WKAR (AM)	Michigan State College	East Lansing, Mich.
WKAR (FM)	" " "	" " "
WKSU (FM)	Kent State University	Kent, Ohio
WLSU (FM)	Louisiana State University	Baton Rouge, La.
WMCR (FM)	Western Michigan College	Kalamazoo, Mich.
WMMI (FM)	Municipal Junior College	Meridian, Miss.
WMUB (FM)	Miami University	Oxford, Ohio
WNAD (AM)	University of Oklahoma	Norman, Okla.
WNAD (FM)	" " "	" "
WNAS (FM)	New Albany City Schools	New Albany, Ind.
WNUR (FM)	Northwestern University	Evanston, Ill.

WNYC (AM)	Municipal Broadcasting System	New York, N.Y.
WNYC (FM)	" " "	" " "
WNYE (FM)	Board of Education	Brooklyn, N.Y.
WOI (AM)	Iowa State College	Ames, Iowa
WOI (FM)	" " "	" "
WOSU (AM)	Ohio State University	Columbus, Ohio
WOSU (FM)	" " "	" "
WOUI (FM)	Ohio University	Athens, Ohio
WSAJ (AM)	Grove City College	Grove City, Pa.
WSHS (FM)	Board of Education	Floral Park.
WSOU (FM)	Seton Hall College	South Orange, N.J.
WSUI (AM)	State University of Iowa	Iowa City, Iowa
KSUI (FM)	" " " "	" " "
WTDS (FM)	Board of Education	Toledo, Ohio
WTHS (FM)	Lindsay Hopkins Vocational School	Miami, Fla.
WUOA (FM)	University of Alabama	University, Ala.
WUOT (FM)	University of Tennessee	Knoxville, Tenn.
WUSV (FM)	University of Scranton	Scranton, Pa.
WVSH (FM)	School City of Huntington	Huntington, Ind.
WVHI (FM)	Wilson Junior High School	Muncie, Ind.

Possible additions to the network as of July 1, 1952.

KANW (FM)	Board of Education	Albuquerque, N.M.
WDET (FM)	Wayne University	Detroit, Mich.
WUNC (FM)	University of North Carolina	Chapel Hill, N.C.

APPENDIX "B"

SERIES DISTRIBUTED BY NAEB TAPE NETWORK AND THEIR UTILIZATION

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time ^x
I We Human Beings	Lowell Instit.	7	30:00	3:30	19	100	66:30
II A Long Life	At this point, the number of stations increased to 35	10	30:00	5:00	17	49	85:00
III Great Themes in a Great Hall	Cooper Union Forum	12	60:00	12:00	13	37	156:00
IV Ses Quincentennial Concerts of the U.S. Army Band	WNYC & Fed. Rec. Comm.	7	60:00	7:00	11	31	77:00
V Music for the Connoisseur	At this point, the number of stations increased to 41	13	60:00	13:00	15	37	195:00
VI Canadian Concerts	WNYC	6	30:00	3:00	11	27	33:00
VII BBC World Theatre	CBC	13	60:00	13:00	21	51	273:00
VIII The Human Adventure	U. of Chicago	17	30:00	8:30	22	54	187:00
IX Reader's Almanac	WNYC	10	30:00	5:00	8	20	40:00
X Ideas and Their Communication	Cooper Union Forum	10	60:00	10:00	19	46	190:00
51-1 Los Angeles County Museum Chamber Music Concerts	KUSC	13	75:00	16:15	9	22	146:15
51-2 America in Crisis	Cooper Union Forum	9	60:00	9:00	27	66	243:00
At this point, the number of stations increased to 43							

* Percentage of Usage is that percentage of stations which actually used the series among those to whom the series was offered.

x Total Air Time is the time of the series multiplied by the number of stations using.

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time ^x
51-3 Music for the Connoisseur	WNYC	13	60:00	13:00	33	77	429:00
51-4 Women	Cooper Union Forum	12	60:00	12:00	27	63	324:00
51-5 The Nature of the Universe	BBC	8	30:00	4:00	38	88	152:00
51-6 The New World of Atomic Energy	WLS	11	15:00	2:45	34	79	93:30
51-7 Music for the Connoisseur	At this point the number of stations increased to 70	13	60:00	13:00	50 (10)	83	650:00
51-8 BBC World Theatre	WNYC	13	60:00	13:00	42 (9)	69	546:00
51-9 The People Act	BBC	13	30:00	6:30	41 (12)	71	266:30
51-10 Stories 'n Stuff	20th Century Fund	13	30:00	6:30	37 (10)	62	240:30
51-11 Festival Concerts	WILL	13	30:00	6:30	35 (12)	60	315:00
51-12 International Visitor	WILL	9	60:00	9:00	32 (11)	54	104:00
51-13 Masterworks Story	WOSU	13	15:00	3:15	40 (11)	68	130:00
51-14 America and the World	WCAL	13	15:00	3:15	39 (12)	67	253:30
51-15 Bligh of the Bounty	Denver U. & Colgate Conf.	13	30:00	6:30	42 (3)	63	168:00
51-16 U.S. Army Band Concerts & U. of Michigan Symphonic Band	BBC	8	30:00	4:00	44 (3)	66	572:00
51-17 Music for the Connoisseur	WNYC & Fed. Rec. Comm. & WJOM	13	60:00	13:00	45 (16)	98	585:00
At this point, the network assessment fee was levied--62 stations		13	60:00	13:00	45 (16)	98	585:00

() Stations not reporting their use of the series, plus the originating station.

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time
51-18 Masterworks Story	WCAL	13	15:00	3:15	38 (16)	83	123:30
51-19 Bach Memorial Concerts	WHA	13	30:00	6:30	33 (16)	72	214:30
51-20 Time for Planting	WLW	13	30:00	6:30	34 (15)	72	221:00
51-21 Stories 'n Stuff	WILL	13	30:00	6:30	35 (16)	76	227:30
51-22 Fear and Anxiety	Cooper Union Forum	10	60:00	10:00	26 (16)	57	260:00
51-23 America and the World	U. of Denver	13	30:00	6:30	38 (15)	81	247:00
51-24 Mental Health	KUOM	13	15:00	3:15	27 (16)	59	87:45
51-25 BBC World Theatre	BBC	13	60:00	13:00	38 (15)	81	494:00
51-26 University Concerts	WUOM & WILL	9	60:00	9:00	33 (17)	73	297:00
51-27 Pride and Prejudice	BBC	12	30:00	6:00	30 (15)	64	180:00
51-28 Aging Successfully	WILL	13	30:00	6:30	27 (16)	59	175:30
51-29 Living in an Atomic Age	BBC	6	15:00	1:30	29 (15)	62	43:30
51-30 A Trip Through Switzerland	U. of Berne	7	15:00	1:45	39 (15)	83	68:15
51-31 NAEB Bonus Program Report From Korea Station "60" Sen. Kefauver	Comb. Rep. KUOM	4 1 1	15:00 60:00 60:00	1:00 1:00 1:00	34 (15) 34 (15) 30 (15)	72 72 64	34:00 34:00 30:00
At this point, the number of stations increased to 65							
52-1 Music for the Connoisseur	WNYC	13	60:00	13:00	44 (16)	90	572:00
52-2 United We Stand	Cooper Union Forum	11	60:00	11:00	31 (15)	62	341:00

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time ^x
52-3 BBC World Theatre	BBC	13	60:00	13:00	40 (15)	80	520:00
52-4 Stories 'n Stuff	WILL	13	30:00	6:30	36 (16)	73	234:00
52-5 Mental Health	KUOM	13	15:00	3:15	31 (16)	63	100:45
52-6 Journeys Behind the News	U. of Denver	12	15:00	3:00	33 (15)	66	99:00
52-7 Invitation to Read	KWAX	13	15:00	3:15	39 (16)	80	126:45
52-8 Canterbury Tales	BBC	11	45:00	8:15	27 (15)	54	222:45
52-9 Freshman Forum	WHA	13	60:00	13:00	24 (16)	49	312:00
52-10 A Trip Through Switzerland	U. of Berne	13	15:00	3:15	37 (15)	74	120:15
52-11 International Visitor	WOSU	13	15:00	3:15	27 (16)	55	87:45
52-12 NAEB Extras							
Graham Hovey	WHA	5	15:00	1:15	25 (15)	50	31:15
The Conduct of the War	BBC	1	30:00	:30	27 (15)	54	13:30
Report From Korea	Comb. Rep.	4	30:00	2:00	28 (15)	56	56:00
Herald Trib High School For.	WNYC	3	60:00	3:00			
52-13 Security Begins at Home	FSA	13	15:00	3:15	28 (15)	56	91:00
52-14 Looking Ahead in Education	Cooper Union Forum	14	60:00	14:00			
52-15 Stories 'n Stuff	WILL	13	30:00	6:30			
52-16 Music for the Voice	KWLC	13	15:00	3:15			
52-17 Invitation to Read	KWAX	13	15:00	3:15			
52-18 The Virginians	BBC	13	30:00	6:30			

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
52-19 Security Begins at Home	FSA	13	15:00	3:15			
52-20 International Visitor	WOSU	13	15:00	3:15			
52-21 The Bard of Avon	WILL	13	30:00	6:30			
52-22 NAEB Extras							
The Battle of Leyte Gulf	BBC	1	60:00	1:00			
The Thames	BBC	1	60:00	1:00			
Da Vinci	BBC	1	60:00	1:00			
Da Vinci	Cooper Union Forum	3	60:00	3:00			
NAEB SCHOOL SERIES. FOR IN-SCHOOL BROADCASTING. 24 STATIONS.							
S52-1 Let's Find Out	KSLH	14	15:00	3:30	24	100	84:00
S52-2 Uncle Dan of Froggy Hollow Farm	WABE	14	15:00	3:30	23	96	80:30
S52-3 Growing Up	WHA	14	15:00	3:30	24	100	84:00
S52-4 Distant Lands	WNYE	14	15:00	3:30	24	100	84:00
S52-5 Let's Find Out	KSLH	14	15:00	3:30			
S52-6 Uncle Dan of Froggy Hollow Farm	WABE	14	15:00	3:30			
S52-7 Distant Lands	WNYE	14	15:00	3:30			
S52-8 Tales From the Four Winds	WNYE	14	15:00	3:30			
S52-9 Know Yourself	KSLH	14	15:00	3:30			
S52-10 Treasure Chest of Poetry	WBOE	14	15:00	3:30			

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time ^x
<u>INDIVIDUAL PROGRAMS AND SERIES DISTRIBUTED AS EXTRAS</u>							
"A" University of Chicago Roundtable	U. of Chi.	Contin.	30:00				
"B" Herald Tribune Forum	WNYC	9	60:00	9:00	10	24	90:00
"C" 4th Annual Conf. of Businessmen and Educators	WNYC						
51-A 1951 Payne Award Play	Payne Comm.	1	30:00	:30	31	72	15:30
52-B New Republic TV Panel		1	30:00	:30	20	47	10:00
Music for the Connoisseur Christmas Show	WNYC	1	60:00	1:00	29 (26)	73	29:00
The Meaning of Christmas	BBC	1	15:00	:15	11	17	2:45
Memo to America	UNESCO	4	15:00	1:00	9	14	9:00
Fire Prevention Show		1	30:00	:30	5	8	2:30
This is Polio	WOSU	4	15:00	1:00	23	35	23:00
Herald Tribune Forum	WNYC	4	15:00	10:00	8	12	80:00
USUN	USUN	4	15:00	1:00	17	26	17:00

73 Regular Series		904 Indiv. Prog.					12,797:30
12 Extra Series							Total Air Time

Music From Interlochen
 (The Network helps distribute these programs.)

31 60:00 31:00 29 44 899:00

APPENDIX "C"

TAPE NETWORK INCOME FROM SERVICE ASSESSMENT FEES

Network Service Assessment Fees are levied on the same basis as stations are charged for regular NAEB annual dues. The stations are divided into three classes according to transmitter power.

Class "A"	5kw. or more
Class "B"	1kw. to 4.9 kw.
Class "C"	Less than 1kw.

The membership voted at the annual convention at Biloxi, Mississippi, in November, 1951, to levy an annual service assessment fee for the network service. The rates established for the fiscal year July 1, 1952, to June 30, 1953 were:

Class "A"	\$200.00
Class "B"	125.00
Class "C"	75.00

The membership further voted to assess fees for the six-month period January 1, 1952, to June 30, 1952, at half the rate for the first full fiscal year.

These charges break down as follows:

Period---January 1, 1952, to June 30, 1952

Number of stations in each classification

Class "A"	16
Class "B"	15
Class "C"	30
Total	<u>61</u>

Plus WNYC

carried free 1

62 Stations participating in Network
(Jan. 1952)*

Rates

Class "A"	\$100.00
Class "B"	62.50
Class "C"	37.50

Revenue

Class "A"	\$1,600.00
Class "B"	937.50
Class "C"	<u>1,125.00</u>
Total	\$3,662.50

Period---July 1, 1952, to June 30, 1953

Number of stations in each classification

Class "A"	20
Class "B"	16
Class "C"	<u>32</u>
Total	68

* Stations KSDS, WNYE, & WOUI were added late in this period and are not counted in the number of stations nor revenue received. They will not be billed until fiscal year 1952-1953.

Rates

Class "A"	\$200.00
Class "B"	125.00
Class "C"	75.00

Revenue (Estimated)

Class "A"	\$4,000.00
Class "B"	2,000.00
Class "C"	<u>2,400.00</u>
Total	\$8,400.00

NAEB HEADQUARTERS

[E - C 1952]

PRELIMINARY REPORT OF THE ALLERTON SEMINAR ON SCHOOL BROADCASTING

The attached report is in very rough form. It is intended to be informative only. Much verbal polishing will be done on the final report of this meeting.

You will find attached a list of the consultants and attendees at the seminar, a program showing the order of appearance of the consultants and the duties of the attendees, and a list of the committees which were appointed by the director of the seminar.

The report of the Foundations Committee was not formalized and is not included. It will be submitted by the chairman, Harry Lamb, at a later date. The Internship Committee was dissolved and a short recommendation was inserted in lieu of its proposed report. This recommendation is as follows:

The seminar recommends to the NAEB board that it investigate fully the possibility of exchange of station personnel and internships for worthy potential staff members or other candidates.

The seminar, I am sure, was a success like its predecessors. We will be calling on its recommendations and considered judgment for many years to come.

Jim Miles
Executive Director

ALLERTON SEMINAR-ATTENDEES

Consultants

H. B. McCarty -- Station WHA
James Macandrew -- Station WNYE

Alvin Gaines -- Station WABE
I. Keith Tyler -- Ohio State University

One Day Consultants

James A. Schwalbach -- Station WHA
John D. Whitney -- Station KSLH
B. Y. Glassberg -- Station KSLH
Harold Hand -- Prof. of Educ., University of Illinois
Fredrick Siebert, Dir. of School of Journalism and Communications, Univ. of Ill.
Vernon Fryburger, Asst. Prof. of Journalism and Communications, Univ. of Ill.
Dallas W. Smythe -- Res. Prof., Institute of Communications Research, Univ. of Ill.
Wilbur Schramm -- Dean of Division of Communications, Univ. of Illinois
William E. Levenson, Asst. Supt. of Schools, Cleveland, Ohio
Benjamin Bloom -- Examiner's Office, University of Chicago
Martha Gable -- TV Co-ordinator, Philadelphia Public Schools
Gordon Hullfish -- Ohio State University

Members

Marguerite Fleming -- Station KSLH
M. McCabe Day -- Station WVSH
Kay Lardie -- Station WDTR
Haskell Boyter -- Station WABE
Dorothy Klock -- Station WNYE
Jay Stillinger -- Station WBOE
John Maier -- Station WWHI
Patricia Green -- Station KBPS
Elaine Tucker -- Station KOKH
Harry Lamb -- Station WTDS

Worthington Gregory -- Station WSHS
Clifton Schropp -- Station KDPS
Ola Hiller -- Flint (Mich.) Public Schools
Dale Keller -- Station WGPS
Edwin Barrett -- Station KSDS
George Jennings -- Station WBEZ
Juanita Rucker -- Station WYSN
D. P. Whitley -- Station WHPS
Merle Kimball -- Station KTOY
Gertrude McCance -- Dept. of Educ., Province of
Manitoba, Winnipeg, Canada

Committees

- I. PHILOSOPHY -- Schropp, Hiller, McCance, and Macandrew
- II. ADMINISTRATION -- Lardie, Boyter, Maier, and Jennings
- III. SCRIPT -- Lardie, Boyter, and Barrett
- IV. FACILITIES -- Day, Kimball, and Gaines
- V. PROGRAM -- Fleming, Stillinger, Tucker, and Whitley
- VI. UTILIZATION -- Fleming, Day, and Green
- VII. PRODUCTION -- Klock, Lamb, Gregory, and Rucker
- VIII. TELEVISION -- Fleming, Stillinger, Green, and Gregory
- IX. FOUNDATION -- Lamb, Hiller, and McCarty
- X. INTERNSHIPS -- Schropp, Barrett, and Gaines

S. S. ALLERTON T. O.

Sunday, June 15

2:00 P. M. -- Allerton House will be ready to assign rooms.
6:00 P. M. -- Dinner
7:30 P. M. -- First seminar session. Speaker: Gordon Hullfish, Professor of Education,
Ohio State University.

Monday, June 16

Speaker: Wilbur Schramm, Dean of Division of Communications, University of Illinois.
O. D.: Marguerite Fleming, Station KSLH, Board of Education, St. Louis, Mo.
Log: D. P. Whitley, Station WHPS, High Point, (N. Car.) High School.

Tuesday, June 17

O. D.: Alvin Ganes, Station WABE, Board of Education, Atlanta, Ga.
Log: Jay Stillinger, Station WBOE, Board of Education, Cleveland, Ohio.

Wednesday, June 18

Speakers: B. Y. Glassberg & John D. Whitney, Station KSLH, Board of Educ., St. Louis.
O.D.: McCabe Day, Station WVSH, Audio-Visual Center of the School City of Huntington,
Indiana.
Log: John Maier, Station WWHL, Wilson Jr. High School, Muncie, Ill.

Thursday, June 19

Speaker: Benjamin Bloom, Examiner's Office, University of Chicago.
O. D.: Harry Lamb, Station WTDS, Toledo (Ohio) Public Schools.
Log: Patricia Green, Station KBPS, Portland (Oreg.) Public Schools.

Friday, June 20

Speaker: James Schwalbach, Station WHA, University of Wisconsin.
O. D.: Haskell Boyter, Station WABE, Board of Education, Atlanta, Ga.
Log: Clifton Schropp, Station KDPS, Des Moines Public Schools.

Saturday, June 21

Speaker: Miss Martha Gable, TV Co-ordinator, Philadelphia Public Schools.
O. D.: Ola Hiller, Director of Radio Education, Flint (Mich.) Public Schools.
Log: Worthington Gregory, Station WSHS, Swanhaka, High School, Floral Park, N. Y.

Sunday, June 22

Speakers: Miss Martha Gable; and Dallas Smythe, Res. Prof., Institute of Communications
Research, Univ. of Ill. and NAEB Director of Studies.
O.D.: Gertrude McCance, Dept. of Educ., Prov. of Manitoba, Canada.
Log: Elaine Tucker, Station KOKH, Classen High School, Oklahoma City.

Monday, June 23

Speaker: Harold Hand, Professor of Education, University of Illinois.
O.D.: Kay Lardie, Station WDTR, Board of Education, Detroit, Mich.
Log: Marle Kimball, Station KTOY, Tacoma, Washington.

Tuesday, June 24

Speakers: Fredrick Siebert, Dir. of School of Journ. & Communications, Univ. of Ill.;
Vernon Fryburger, Asst. Prof. of Journ and Communication, Univ. of Ill.
O.D.: Edwin Barrett, Station KSDS, San Diego City Schools.
Log: J. J. Rucker, Station WYSN, New Castle-Henry Township High School, Ind.

I. REPORT OF THE PHILOSOPHY COMMITTEE

The power of thought and the ability to communicate are among man's unique characteristics. For centuries the inability of millions of people to communicate effectively with one another has impeded human progress. The broadcast media of our day are rapidly breaking down old barriers and creating new bonds of understanding. These media have become dominant forces in the lives of the world's people. In this age of conflicting ideologies these tools are powerful forces for good or evil. Our cultural survival--even our way of life--may depend in no small measure upon the wise use of radio and television.

Since training for effective living in this modern world is a primary purpose of education, it is imperative that schools use radio and television with the same serious purpose with which they use other teaching resources. To do this, educators must have access to adequate transmitting and reception facilities.

The growth of school stations in the United States and the various functions they perform today prove conclusively the wisdom of the Federal Communications Commission in granting frequencies to educational agencies. In 1939 there were less than 30 educational radio stations in the United States. At the present writing, there are more than 100. Since 1950, some 40 have been licensed. These are largely public school stations. It is interesting to note that although the early ones were developed in the large cities, the more recently licensed stations are in cities of medium size and in smaller communities where a power of 10 watts adequately serves a school community. This encouraging growth of school participation in radio augurs well for the use of the television channels set aside for education.

In considering the contributions which broadcasting can make to education, it should be remembered that it can never be a substitute for the teacher. Radio and television are teaching aids which help achieve the goals of education. Programs should be geared to the curriculum at various grade levels and teachers should be encouraged and trained to use them.

Report of the Philosophy Committee (Continued)

The functions of educational broadcasting are many and varied. Potentially, the school station should be organized to provide a broadcast service which

- (1) stimulates and enriches class-room instruction
- (2) complements the work of the teacher with methods of presentation and materials not otherwise available
- (3) aids in curriculum development and up-grades teaching skills
- (4) affords children and young people experiences which improve communicative skills and contribute to personal and social growth
- (5) provides opportunity for vocational training
- (6) facilitates the carrying out of normal or emergency school administration
- (7) furthers school community relationships by interpreting the school to the community and the community to the school
- (8) presents programs which meet the needs of the adult members of the community.

By recognizing and accepting responsibility for the broadcast media, schools are carrying out their obligation to mobilize all available resources to bring together for the common good the school, the home, and the community.

ADDITIONAL THOUGHTS ON THE PHILOSOPHY OF
SCHOOL BROADCASTING

Any consideration dealing with education must begin with the young -- the child where he is now, the youth in today's world. The adult of the next generation will not be the exclusive product of radio or television, of motion pictures or maps. He will be the product of his environment which will -- indeed, must -- contain all of these media and much more.

The school is faced with the almost impossible task of giving an increasing number of children the ability to cope successfully with an increasingly complex environment. There is also a greater awareness among educators that the school has a responsibility for training in how to think on an individual basis, for developing attitudes that make for creative group living, for mental and emotional flexibility that can absorb the shocks of modern living. All this, in addition to an essential body of knowledge and skills to aid in understanding today's technological society and the desire to continue to learn.

These objectives cannot be met on the basis of yesterday's schools, teaching media or curricular. Our technological civilization has fortunately provided a variety of teaching instrumentalities that properly used will enable the school to accomplish its increasing responsibilities. Motion pictures, models, maps, recordings, radio, television, tape recording and many other devices are available to the teacher to enable her to increase the speed and indelibility of her instruction.

The teacher is still -- and will remain -- the central motivating force. All media are but instruments in her hands to enable her to make the learning experience more meaningful, more vivid, more lasting -- and more practical. The central role of the teacher cannot be over-emphasized. The use of these media, however, place a responsibility upon the teacher to know their characteristics, their power, their weaknesses and that none of them can do the job without her guidance, planning, and presence.

It is likewise incumbent upon school administrators to provide these media to the extent of the community's ability to support them. It is also incumbent upon the school administration to understand the basic characteristics of these media because understanding is necessary for wise and productive administration.

No one of these teaching media possesses all of the characteristics that make it the teaching medium. Motion pictures, for example, possess the ability to bring the world, the small, the large, the inaccessible into the classroom, but on a time delay basis. It is, however, not a creative medium in the hands of the administrator. Radio and television, on the other hand, are creative media, offering flexibility, instantaneousness. They can in a different sense also bring the world, the small, the large and the inaccessible into the classroom. Radio in addition is peculiarly an individually creative medium in the mind of the listener. Television is showing now and will probably continue to show a powerful impact. This impact must not blind either the teacher or the administrator to the vital and necessary contributions that the other media have to make. The exclusive emphasis upon one media denies the child many learning experiences that are required for the fullest development. A relief map, for example, provides a learning situation that television, motion pictures, radio -- in short, no other medium provides.

We must as teachers, educate the whole child with all the media at hand, using that instrument that provides by its characteristics the most meaningful experience.

II. ADMINISTRATION

The manager of an educational radio-TV station or the director of broadcasting must be concerned not only with the overall operation of the station but must be willing to explore areas that might broaden and enhance the objectives of educational broadcasting.

Managing a station is obviously a full time position. The manager must allocate and supervise activities of staff, promotion, public relations and evaluation. He must also be concerned with future developments of broadcasting.

Among the duties of the station manager or director is the responsibility to:

1. Formulate a basic policy with the school administrator.
2. Assume leadership in the planning and production of the Schedule of Broadcasts.
3. Build an adequate staff trained and certified in teaching techniques as well as radio.
4. Cooperate with networks, local stations and community groups in the presentation of public service broadcasts of educational value.
5. Publicize the services of the station.
6. Evaluate the broadcast service.

The expansion of radio stations and the advent of television will demand the services of a number of additional broadcasting personnel. Therefore it is recommended that NAEB:

1. Explore ways and means to set up internships with School Broadcasting Stations. These internships would aid station staff members and give practical experiences to individuals entering the school broadcasting field.

ADMINISTRATION (Con't)

2. Act as a clearing house for applicants for positions in school broadcasting and advise managers regarding sources of supply of personnel.
3. Sponsor the establishment of television workshops open to those engaged in school broadcasting.
4. Encourage Foundations to give financial support to the production of programs for in-school to parallel the significant contributions being given in the field of adult education.

III. REPORT OF THE SCRIPT COMMITTEE

One of the problems facing educational broadcasting is the preparation of worthy scripts for programs designed to achieve the objectives of education in elementary and secondary schools. Since the planning, research and writing of scripts demands many work hours and since so many have common educational objectives, some definite plans should be formulated to exchange materials, publicize script sources, encourage participation in script contests that result in publication of scripts in the public domain, and set up plans to encourage organizations to use funds for preparation of scripts in designated areas.

The warm response of broadcasters to the NAEB tape service demonstrates the value of co-operative effort on the part of educational broadcasters.

In view of the great need in this area it is suggested that:

- (1) NAEB publish a list of all available sources of scripts that are not restricted in use. This should include organizations such as the Office of Education, Public Service Agencies and books and magazines containing non-royalty scripts. Sources for scripts useful for study purposes should be listed separately.
- (2) Educational Broadcasters encourage participation in writing projects such as Scholastic Awards, Payne Awards, AER Script Contest and similar projects that are the sources of non-royalty scripts.
- (3) Individual members of the NAEB assume the responsibility of sending to a designated center samples of what they consider good examples of discussion, interview, quiz and dramatic scripts for radio and/or T.V. to serve as standards for presentation of these types of broadcasts. It is suggested that these scripts be stenographic transcriptions of broadcasts.

REPORT OF THE SCRIPT COMMITTEE (Continued)

- (4) NAEB set up an Advisory Study Committee which shall have the responsibility of collecting, screening and selecting scripts suitable for use by many educational stations. The committee shall suggest plans for distribution of copies of scripts to NAEB members.
- (5) NAEB be encouraged to set up plans for the development of documentary scripts that would be of vital use to educational broadcasters for observance of special days, or significant events. It is suggested that top writers in the field of radio and/or T.V. be requested to offer their talents for this purpose.
- (6) NAEB provide an opportunity for writers to meet for an exchange of ideas and techniques. The consultants should be talented, experienced writers in the field of broadcasts for elementary and secondary schools and psychologists in this area.

IV. FACILITIES

THIRD AILLERTON CONFERENCE - SCHOOL BROADCASTING - 1952

FACILITIES

To achieve the maximum use of school broadcasting, the schools must provide adequate facilities for both the transmission and the reception of suitable programs. Commercial radio stations have in many instances been used for educational broadcasting; but to render the greatest service to the classroom teacher, the school system must operate its own radio station.

The following considerations should be kept in mind in regard to the facilities of a school radio station:

I. BROADCASTING FACILITIES. The special problems include the following:

1. Transmitter -- The transmitter should be of sufficient power to reach the school community to be served. In purchasing low-power transmitting equipment, it should be ascertained that the unit is capable of acting as the exciter unit for a station of greater power.
2. Studio -- The studio should be adequate to provide for the activities of educational broadcasting, which include:
 - a. Production for broadcasting.
 - b. Rehearsal in studio.
 - c. Radio classes.
 - d. Future growth, which may include community participation.
3. Other important considerations are:
 - a. Adequate sound isolation.
 - b. Sound air locks on doors.
 - c. Adequate conduits.
 - d. Adequate lighting, heating, and ventilating equipment.
 - e. One control room per studio.
 - f. Sufficient office and clerical space.
 - g. Equipment conforming to high broadcast standards.

II. RECEPTION FACILITIES.

1. Acquisition and assignment of classroom radios should be considered early in the planning for school broadcasting. A specific plan for purchase of receivers must recognize varying local conditions. Some purchase plans which have worked successfully are the following:
 - a. Administration purchase.
 - b. Individual school purchase with student body participation.
 - c. Purchase by parent-teacher association.
 - d. Gifts.
2. Reception within the classrooms may be accomplished by either of the following provisions:
 - a. Individual classroom receivers.
 - b. Centralized sound systems. (In some such installations, individual classroom receivers are also used where desired for frequent or independent listening.)
3. A possible adjunct, allowing for delayed schedule requirements, is a good tape recorder within the school building.
4. The high schools offer listening problems quite different from those found in elementary schools. The regular change of classes make for listening problems as well as scheduling problems.
5. It is recommended that the type of receivers chosen be capable of reproducing the quality inherent in FM broadcasting, in sufficient volume to be easily heard without distortion throughout the room in which they are used.
6. When television receivers are purchased, it is recommended that they have provision for the reception of the FM radio band.

FACILITIES (Page 2)

III. SERVICE PROVISIONS. Servicing of equipment should be arranged for by one of the following, or a combination:

1. Staff service personnel.
2. Contracted commercial service.
3. Vocational students.

/s/ Merle Kimball
/s/ M. McCabe Day
/s/ Alvin M. Gaines

V. PROGRAMMING

For broadcasting to be of greatest aid, school stations must consider the following questions:

(1) Do the broadcast help the teachers do a more effective job of teaching?

(2) Are the broadcasts of such quality that listeners will be encouraged to think?

(3) How well do the programs serve the out-of-school needs of the community?

A program service of high quality requires an adequate staff. Sometimes the school station director is in a position where he tried to do too much with too little. It is wiser to broadcast a few hours of good programs than to broadcast a full day's schedule with programs the director thinks are poor in quality.

Program needs and possibilities in school stations will vary greatly. Let us consider some suggested ways of determining what and when we broadcast.

(1.) HOW DO WE DECIDE WHAT PROGRAMS SHOULD BE BROADCAST?

Co-operation from other representatives of your school system is greatly needed.

Wherever school organization makes it possible, subject consultants or supervisors of instruction should help decide whether to use broadcasting as a class-room aid. They should be encouraged to assume some of the responsibility for the general planning of a series of programs. Practically speaking, this responsibility may be carried out by the supervisor and a teacher committee, assisted by a station co-ordinator and/or a script-writer assigned to the series.

In some of the larger cities, it may be practical to have a writer assigned to a curriculum centre or laboratory school. This permits experimentation to take place in the development of improved methods.

(2) WHAT RESOURCES ARE AVAILABLE TO HELP SATISFY OUR PROGRAM NEEDS?

Station staff members, supervisors and teachers within the school system may, in some cases, be the primary source for programs.

PROGRAMMING (Con't)

Educational stations are very helpful in offering each other scripts or sample programs. This general practice has become much more effective through the important work of the National Association of Educational Broadcasters. This organization is offering a fine service of high quality programs to educational stations. This service includes programs specifically planned for class-room use. Such programs have been successfully used by school systems originating them.

The United States Office of Education has a script and transcription exchange which has been very helpful. In addition to material they can supply, their catalogue lists many national and international sources of material.

It is important to establish friendly relations with commercial stations. They can and are often quite willing to have school stations use their educational programs.

Community resources should be explored for aids in programming. Some of the groups which may be able to contribute to a rich program service include: little theatre groups, university faculty and students, musical organizations, social service agencies, medical and bar associations, service clubs, government officials, museums, libraries, local newspaper staffs, and safety organizations.

(3) WHAT DETERMINES THE TIME WE BROADCAST OUR PROGRAMS?

Various methods are used for making schedules. Obviously, local circumstances will be the most important factor in the time schedule for broadcasts.

In organizing the schedule for the lower grades, these suggestions are made: (a) It is well to be cautious about scheduling one elementary program immediately after another. Caution is suggested because it is often necessary to move a class-room radio from one room to another for a different class.

(b) Try to keep a good spread of programs for various grade levels. For example, it might be unwise to have more than three weekly programs for lower elementary groups and none or one for upper elementary

PROGRAMMING (Con't)

- (c) For convenience of classes and because of differences in individual school operations it may be wise to repeat an elementary broadcast one or more times during a week.

Scheduling becomes more difficult in the secondary grades where synchronization with individual school schedule becomes a problem. A great help here is to have high schools or junior high schools move toward a uniform city-wide bell schedule. If this occurs it may be practical to broadcast a program many times to satisfy classes meeting at various periods in the day. An alternate or accompanying plan, where schools have satisfactory recording equipment, is for them to record the broadcast and use it according to convenience of their own school schedule.

At any grade level it is advisable to have ample time before and after programs so that proper use can be made of the broadcasts.

In the paragraphs above, we have discussed how to decide what programs are needed, what resources we use in getting our programs, and when we should broadcast them. Weaving its way through all these problems should be a constant reminder of the need for securing the judgment of those on the reception end: pupils, teachers, principals, and supervisors.

/s/ Jay Stillinger

/s/ Marguerite Fleming

/s/ D.P. Whitley

/s/ Elaine Tucker

PUBLIC SCHOOL BROADCASTING SEMINAR

ALLERTON HOUSE

June 15 - 25, 1952

VI. REPORT ON UTILIZATION

June 23, 1952

Since radio and television are recognized as being two of the most challenging modern tools of instruction for teachers, it is important that they be used wisely. Progress has been made in other areas connected with these media, but it is felt that the area of skillful utilization is one which needs much exploration and development. It is recognized that in the final analysis it is the teacher who determines the successful utilization of these media.

I. Effective utilization of these media includes:

- A. Selection of the broadcast, based on the needs of the specific group who will use it.
- B. Study by the teacher of the guide sheets describing the individual programs.
- C. Preparation of the class and the class room for this learning experience with the same care as for other learning experiences.
- D. Adaptation, not adoption, by the teacher of all suggested broadcast preparation activities, including those for follow-up at the program's conclusion.
- E. Guidance of student out-of-school listening and viewing, with the objective of helping to build in young people critical tastes and discrimination in both areas.

REPORT ON UTILIZATION (Continued)

II. Teacher Training

Inherent in the problem of insuring skillful utilization is the training of the teacher. This is accomplished at two levels of training: (A) pre-service, and (B) in-service.

A. Pre-service Training

Courses in the use of specific audio-visual materials alone are not enough. It is strongly recommended that the professors and teachers in all subject area courses in our teacher training institutions and colleges of education make wide and varied use of such media in their courses.

B. In-service Training

Suggestions for helping teachers in this area include:

1. Demonstrations by
 - a. Station personnel
 - b. Teachers
 - c. General curriculum consultants
2. Workshops by personnel suggested above
3. Broadcast Coordinators' (from schools) meetings
4. Bulletin helps for teachers
5. General curriculum consultants' help
6. Graduate-level courses

III. Evaluation Procedures Imperative

Research shows that, to best meet the needs of young people in their learning experiences, some system of continuing evaluation must be planned. Evaluation by teachers of broadcasts for in-school utilization should be considered with reference to the aims and objectives of the learning experiences for a particular group of children.

REPORT ON UTILIZATION (Continued)

Instruments of evaluation also may be constructed by station personnel and general curriculum consultants, in the light of their aims and objectives. There is a recognized need for research to determine, by these instruments of evaluation, the quality of response to broadcasts, rather than for evaluation to emphasize mass numbers of responses alone.

It is in the skillful utilization of these two media of communication that both the success and the reason for their existence lies.

Submitted by The Committee on Utilization

Patricia Green, Chairman
Marguerite Fleming
McCabe Day

VII. PRODUCTION

Standards

Any radio or TV production regardless of source and type is a challenge to achieve the highest artistic standards of production. The standards observed by an educational broadcasting station should constitute its proudest possession. If these are established and maintained at a high level, the reward in recognition, listening, and appreciation can be great. In the consideration of programming the observation was made that quantity is no excuse for lack of quality--it will bear repeating. A fewer number of productions with a greater measure of all-around achievement is more desirable than many shoddy ones.

Educational broadcasters are completely at liberty to utilize production techniques and skills on material of their own choosing. Thus the educator in radio and television is in a position of limitless opportunity and challenge. The whole storehouse of truth and beauty and knowledge is open to him, as is the means of transmitting this heritage to all ears and eyes.

Formats

The program format is the means by which the radio and television program transmits ideas, thoughts, facts, opinions, and emotions. Just as the painter uses different techniques to achieve the desired effects on canvas, so the educational broadcaster must exercise judgment and discrimination in the selection of format. The proper format enhances the transmission of ideas and contributes to the emotional and artistic effectiveness of the program; a poor format detracts from it and may even render it ineffective.

There are certain limitations imposed upon formats by the station itself. Chief among these are:

1. physical facilities of the plant,
2. size and abilities of the staff,
3. production budget,
4. purposes for which the station is used, and

PRODUCTION (continued)

5. available talent.

In any educational station such limitations should be considered not as permanent but as temporary obstacles to the achievement of the greatest potentialities of the media, within the framework of the philosophy and purposes of the station.

Among the more common formats used in radio are talks, interviews, discussions, quizzes, on spot reporting, audience participation, narration, dramatic narration, dramatization and any combination of these formats. To the radio formats television has added films, pictures, models, slides, and other projections and demonstrations.

The choice of proper format is not easily made. Considerations that influence the selection are:

1. station facilities and limitations,
2. age level of audience,
3. type of expected audience, and
4. purposes of the program.

In general, formats must stay within station limitations. A simply produced program well done, with a clear script line and simple microphone format, is superior in every respect to the more ambitious effort which leaves the listener feeling that the program has been striving for something just beyond its grasp. The educational broadcaster should weigh all factors to determine which format will achieve the purposes of the program most effectively.

The educational television broadcaster is challenged to develop new and original formats, for commercial television is still struggling under the superimposed techniques of radio, stage, and screen. Television is a new and in many respects different medium with its own peculiar problems, limitations, and possibilities. Therefore, educational broadcasters must bring their special

PRODUCTION (continued)

knowledge, experience, background, and imagination to the creation of formats that will fully realize the revolutionary potentialities of television not only as a new medium of mass communication but as a new and potent tool for education.

Recommendation: Successful educational formats developed through experimentation and proved in practice should be filed with NAEB and JCET.

Writing

Writing for educational radio and television must not only satisfy the standards of good writing but it must also observe the standards of the media involved. First of all it must be based on a thorough understanding of sound educational theory and practice. But most important -- it must capture an audience and hold it and contribute its full share of those changes in the listeners which are termed educational.

This is a large order. Some school systems may find within their own ranks potential authors and writers who will find radio and television writing an outlet. These are ideal discoveries because often within a single person all essentials are combined. Otherwise it is necessary for the educator to chart goals, outline teaching steps, and to edit carefully any script produced by the writer, professional or otherwise, who is not a teacher. Other school systems may find teachers within their ranks who can be developed into good writers...
dramatics, speech, journalism, and English are perhaps the most fruitful fields in which such teachers may be found. Successful teachers who use creative play techniques are also likely candidates. Radio and television writing is helped by a touch of genius, but like most writing it is achieved by an understanding of the desired goals, by a willingness to experiment and to revise, and by the expenditure of considerable energy and imagination. The classroom teacher with adequate study and training can contribute a great deal and can work very effectively into radio and television writing, for these media are largely mechanical extensions of the communicative arts already successfully employed in the classroom.

PRODUCTION (continued)

Classes in radio and television writing may be established in a school system at the secondary level, either independently or as part of a workshop. Necessarily the objectives of the school system and the particular department of instruction must be observed, but under proper direction and guidance the needs of both broadcasting and education can be met. At the same time the script students have had a valuable learning experience. Adaptations of short stories, dramas, and novels are well within the range of high school students and the gifted teacher can achieve scripts of professional quality.

Writing for educational radio and television has not been fully explored. New techniques...new variations of older forms...the constant quest for the right word...the telling dramatic statement...all serve to keep interest in writing at a high level.

Talent

For our purpose talent may be defined as the actor or speaker to whom is entrusted the responsibility for breathing proper life into script and evoking at the highest level the message or communication values of the script. In other words talent must meet the standards previously set forth. Although the use of professional talent is highly desirable, still the majority of school radio and television stations will be forced to use local talent: school or community. Talent from high school classes or workshops may be used if it approximates professional quality. But the schools are not limited to the use of talent within their ranks. They may levy upon the resources of the community at large. For example, most communities include adults with some experience in college or community theaters who might welcome the opportunity to participate in radio and television productions. Through evening classes or workshops in acting and production this adult talent can be trained for effective use in educational programs.

PROGRAMMING (Con't)

- (c) For convenience of classes and because of differences in individual school operations it may be wise to repeat an elementary broadcast one or more times during a week.

Scheduling becomes more difficult in the secondary grades where synchronization with individual school schedule becomes a problem. A great help here is to have high schools or junior high schools move toward a uniform city-wide bell schedule. If this occurs it may be practical to broadcast a program many times to satisfy classes meeting at various periods in the day. An alternate or accompanying plan, where schools have satisfactory recording equipment, is for them to record the broadcast and use it according to convenience of their own school schedule.

At any grade level it is advisable to have ample time before and after programs so that proper use can be made of the broadcasts.

In the paragraphs above, we have discussed how to decide what programs are needed, what resources we use in getting our programs, and when we should broadcast them. Weaving its way through all these problems should be a constant reminder of the need for securing the judgment of those on the reception end: pupils, teachers, principals, and supervisors.

/s/ Jay Stillinger

/s/ Marguerite Fleming

/s/ D.P. Whitley

/s/ Elaine Tucker

VIII. TELEVISION COMMITTEE REPORT

I. PHILOSOPHY

Television, the newest addition to the mass media of communication, is a most potent instrument for instruction and enlightenment. Its potentialities for informing and promoting understanding, and for raising standards of appreciation are very great. Television combines the assets of other media with the factors of immediacy and mass simultaneous viewing. It is truly an instrument by which man can come to know and understand the world around him. Paul Walker, Chairman of the Federal Communications Commission says, "It is challenging! It is revolutionary! This new element will have to be reckoned with in all deliberations of American educators from now on."

The specific uses of television, both in and out of school, have been referred to in reports under Programming, Production and Utilization. It should be pointed out that in the class-room television replaces no existing aid but adds a new one for the teacher. The general uses of television are:

A. In School

- (1) instruction
- (2) enrichment
- (3) training opportunities

B. Out-of-School

- (1) adult education. Formal--with or without credit
- (2) general educational--informal
- (3) community service

II. HOW TO BEGIN

It must be strongly re-emphasized that the two hundred and forty-two channels reserved for education are for a period of one year only. After June 1, 1953, anyone may petition the Commission to change an educational assignment to a commercial assignment.

A first step for any educational organization contemplating operation of educational television facilities should be to request aid and information from the Joint Committee for Educational Television, 1785 Massachusetts Avenue, N.W., Washington, D. C. The JCEP is equipped and stands ready to provide such groups with authoritative, up-to-date information and the services of consultants in the three areas of:

- (1) methods of financing and legal advice
- (2) engineering
- (3) programming sources

All educational institutions in an area have equal rights to petition for the educational television channel assigned to that area.

In general, there are three methods of organization for obtaining educational stations:

(1) Parent Institution Type:

- (a) one institution files for license and operates the station
- (b) co-operating institutions have access to facilities

(2) New Legal Entity Type:

- (a) member institutions form council or foundation and incorporate
- (b) council holds license and operates station

(3) State Net-Work --- planned and financed by the State

Costs vary so widely with the purposes and proposed facilities that any general figures may be misleading. It is recommended that JCET is in the best position to supply cost estimates in terms of local conditions. Possible sources of financing include:

- (1) Public Tax Moneys
- (2) Participating Institutions
- (3) Private Endowments

III. OPERATION

A. Training and experience.

During the planning and construction period of the educational television station, training and experience in production is important. Where a closed circuit production and training center can be set up in advance of a television station, it can also back-log kinescopes for broadcast when the station begins operation. Since this equipment is incorporated into necessary station equipment, this is a practical procedure.

Using time offered on commercial television stations provides groups with an opportunity to gain experience by presenting and utilizing programs.

B. Personnel

Improvement in educational programming will be one of the greatest responsibilities of the educator and the educational broadcaster. To ensure that the purposes of education are fulfilled, trained personnel is necessary. Because of this, it is essential that those responsible for this operation have successful experience in education or educational broadcasting, and preferably in both. Additional staff positions may be filled by qualified educational personnel, and in some stations there will be opportunities for student participation at the operational level. If necessary, a station should start on a limited schedule with a few good programs. It may expand its services as rapidly as continuance of high quality will permit.

IV. RECOMMENDATION

It is considered important that kinescopes of outstanding programs of different types be made available for demonstration purposes in areas in which attempts are being made to establish educational television stations. A list of these sources should be filed with both JCET and NAEB.

UNIVERSITY OF ILLINOIS
 BUSINESS OFFICE
 W. K. KELLOGG FOUNDATION
 EDUCATIONAL BROADCASTING NETWORK
 STATEMENT OF EXPENDITURES
 FOR THE PERIOD JUNE 1, 1951 TO MAY 31, 1952 (1)

Capital Budget

	Original	Revised	Actual	Balance
L. S. Toogood tape duplicator	11 000 00	10 266 25	6 989 50	3 276 75
Tape recording equipment	1 000 00	3 191 25	5 503 20	2 311 95 (2)
Tape playback and speaker	1 000 00		1 303 36	1 303 36 (2)
Reels of tape	5 250 00	4 925 00	4 268 12	656 88
Shipping cartons	100 00 (3)			
Installation costs	1 000 00 (4)			
Cost of administration		967 50	967 50	
Total	19 350 00	19 350 00	19 031 68	318 32

- (1) A supplementary report to coincide with University fiscal year closing as of June 30, 1952 will be submitted when final figures are determined. It is estimated that June expenditures will be slightly over \$5 000 and that a balance of approximately \$5 000 will be used to apply against the \$8 000 debt for tapes.
- (2) Deduct - overdraft.
- (3) Included in operating expenses of Network Operating Budget.
- (4) Included in purchase price of duplicator.

RNP:dic
 July 15, 1952

UNIVERSITY OF ILLINOIS
BUSINESS OFFICE

Operating Budget

	<u>Original</u>	<u>Revised</u>	<u>Actual</u>	<u>Balance</u>
Network manager and assistant director	6 000 00	6 000 00	6 000 00	
Engineer, 1/2 time	2 200 00(1)			
Recording Technician	3 000 00	3 000 00	3 000 00	
Clerk	2 400 00	2 400 00	2 400 00	
Packaging and shipping tapes	4 400 00(2)			
Office expenses	500 00(2)			
Operating expenses		5 903 00	8 888 10(3)	2 985 10(4)
Replacement and maintenance	3 000 00	3 000 00		3 000 00
Workmen's Compensation		162 00	162 00	
Cost of administration		1 035 00	1 075 00	40 00(4)
Total	21 500 00	21 500 00	21 525 10	25 10(4)

- (1) No engineer has been used. Recording work has been done on contract basis and billed under operating expenses.
- (2) Included under operating expenses.
- (3) Includes Recording charges \$3,070.90; Mailing charges \$1,358.37; Telephone and telegraph charges \$354.26; General charges \$2,45.49; and Tape \$1,699.08.
- (4) Overdraft.

405

Project Budget

	<u>Original</u>	<u>Revised</u>	<u>Actual</u>	<u>Balance</u>
Project director	9 000 00	9 000 00	6 750 00	2 250 00(1)
Director's annuity		1 020 00	1 019 88	12
Secretary	3 000 00	2 400 00	1 800 00	600 00(1)
Extra labor			834 63	834 63(2)
Workmen's compensation		171 00	114 89	56 11
Cost of administration		1 700 00	1 700 00	
Working committees	2 500 00		964 97(3)	964 97(2)
Workshop	8 000 00	5 000 00		5 000 00
Central office materials	4 000 00	4 709 00	3 929 98	779 02
Community studies	2 500 00			
Unassigned travel	5 000 00	2 000 00	1 743 32	256 68
Regional seminars		5 000 00	2 000 00	3 000 00
Board meetings		2 000 00	3 438 13	1 438 13(2)
Reserve		1 000 00		1 000 00
Total	34 000 00	34 000 00	24 295 80	9 704 20

- (1) Director assumed office September 1, 1951.
- (2) Overdraft.
- (3) Tape network Engineering Committee; Tape network Program Acceptance Committee; and the Tape network In-School Programs Committee.

June 5, 1952

Mr. Robert VanDyyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

The Board of Directors of the National Association of Educational Broadcasters has asked me to request that the monies remaining in this year's budget at the end of the fiscal year, June 30, 1952, be used to purchase reels of tape.

The original estimate of 1,500 reels of tape has proved wholly inadequate to satisfy the needs of the network. Under arrangement with the University of Illinois, we secured 3,000 reels of tape about January 1, 1952. It was our hope that certain savings would be made in this year's budget which could be applied to this purchase.

These savings were not wholly forthcoming, but another scheme was devised which will allow us to at least partially pay for the tape. First, it was determined that there could be only two seminars in the summer of 1952. The first of these needed to be for public school broadcasting and the second in the area of television. Because of the intense interest in television, it was felt that very little money would need to be taken from this budget to support it. Therefore, only the public school broadcasting seminar remained. It was agreed to take the cost of this seminar, which is approximately \$5,000 from the 1952-53 budget. Our thinking is that we can still hold a seminar, if such is needed, in the summer of 1953 out of the 1953-54 budget.

I would, therefore, like to formally request that the monies left in the Kellogg budget for the educational broadcasting project, which will be between \$4,500 and \$5,500, be used to pay for a portion of the 3,000 reels of tape which we secured through the University of Illinois.

Sincerely,

Jim Miles
Executive Director

JSM:11

Wla
June 12, 1952

The W.K. Kellogg Foundation
Battle Creek, Michigan

Gentlemen:

I am happy to transmit herewith a report from the National Association of Educational Broadcasters concerning the first year of the radio project for which you granted funds last year to the University of Illinois on behalf of the NAEB.

This report is in four parts:

- (a) A summary of the first year,
- (b) A more detailed account of the tape network, which has been the chief accomplishment of the first year,
- (c) A report on tape, with samples of the kinds of programs which your grant has made it possible for NAEB to distribute throughout the country, and
- (d) A proposal for the second year of the project.

The University of Illinois endorses this proposal of NAEB and will be glad to handle project funds for the second year and to give the project a home. Let it be understood, however, that if NAEB and the Foundation wish to house the project elsewhere this next year, and therefore to place the funds elsewhere, the University of Illinois will be wholly agreeable to such a change. Let it be understood also that we hope and expect that the budget herewith presented will be somewhat modified within the next two or three months to provide for certain activities in NAEB's self-study and long-range planning. These will be discussed with the Foundation before any changes are made.

A financial report will be transmitted shortly after the close of the project year on July 1.

Respectfully yours,

Wilbur Schramm
Dean

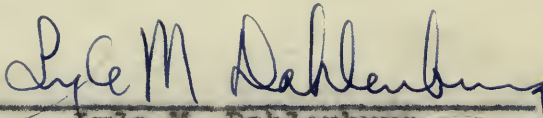
*Confidential
report sent
separately.*

A.S.

UNIVERSITY OF ILLINOIS
BUSINESS OFFICE

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
STATEMENT OF RECEIPTS AND EXPENDITURES
JULY 1, 1952 - JUNE 30, 1953

Balance July 1, 1952	12 871 79
Receipts for year	<u>50 500 00</u>
Total balance and receipts	63 371 79
Expenditures per attached report	<u>64 372 79</u>
Cash overdraft June 30, 1953	<u>1 001 00</u>



Lyle M. Dahlenburg
Assistant Chief Accountant

LMD:vg
July 22, 1953

UNIVERSITY OF ILLINOIS
BUSINESS OFFICE

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
REPORT OF EXPENDITURES FOR THE PERIOD
JULY 1, 1952 TO JUNE 30, 1953

Summary (Detail Attached)

	Budget	Actual	Balance
Salaries and wages	27 600 00	24 152 23	3 447 77
Supplies and expense	10 000 00	26 083 60	16 083 60*
Seminars	17 700 00	14 136 96	3 563 04
Overhead	2 525 00		2 525 00(1)
Total	57 825 00	64 372 79	6 547 79(2)

* Deduct.

- (1) Overhead will be charged to receipts in 1953-54.
- (2) Of this deficit \$5,546.79 was applied on balance carried forward July 1, 1952. Present deficit of \$1,001.00 to be charged to NAEB Broadcasting Revolving account.

JAG:vg
July 22, 1953

UNIVERSITY OF ILLINOIS
BUSINESS OFFICE

REPORT OF EXPENDITURES
FOR THE PERIOD JULY 1, 1952 TO JUNE 30, 1953
TO KELLOGG FOUNDATION EDUCATIONAL BROADCASTING NETWORK

Salaries and Wages

	Budget	Actual	Balance
Executive director	10 000 00	7 349 97	2 650 03
Secretary	2 900 00	2 828 41	71 59
Assistant network manager	3 900 00	3 799 98	100 02
Traffic manager	2 900 00	3 736 63	836 63*
Duplicator operator	3 500 00	3 502 86	2 86*
Shipping manager	2 900 00	1 210 59	1 689 41
Extra labor	1 500 00	1 723 79	223 79*
Total	27 600 00	24 152 23	3 447 77

Supplies and Expense

	Budget	Actual	Balance
Recording charges		787 13	
Photography		37 60	
Printing		2 402 89	
Retirement		1 210 26	
Mailing		5 075 20	
Stenographic work		256 13	
Workmen's compensation		350 58	
Express and freight		380 95	
Purdue retirement		255 00	
Telephone and telegrams		632 47	
Miscellaneous		146 04	
Supplies		14 549 35	
Total	10 000 00	26 083 60	16 083 60*

*Deduct.

JAG:vg
July 22, 1953

UNIVERSITY OF ILLINOIS
BUSINESS OFFICE

REPORT OF EXPENDITURES
FOR THE PERIOD JULY 1, 1952 TO JUNE 30, 1953
TO KELLOGG FOUNDATION EDUCATIONAL BROADCASTING NETWORK

Seminars

	Budget	Actual	Balance
Seminar	5 000 00	4 505 03	494 97
Regional meetings	4 000 00	4 223 01	223 01*
Executive committee meetings	2 000 00	842 38	1 157 62
Research - internal	1 000 00	150 00	850 00
Research - external	2 000 00	120 00	1 880 00
NAEB committees	1 500 00	819 13	680 87
Office travel	2 200 00	1 093 26	1 106 74
Travel		2 384 15	2 384 15*
Total	17 700 00	14 136 96	3 563 04

*Deduct.

JAG:vg
July 22, 1953

BUDGET FOR NAEB HEADQUARTERS AND THE NAEB TAPE NETWORK
July 1, 1952, to June 30, 1953

OVERALL BUDGET

17 SALARIES AND WAGES	66 \$27,600.00
SEMINARS, ETC.	17,700.00
SUPPLIES AND EXPENSES	10,000.00
OVERHEAD	2,525.00
22 TOTAL	81 \$57,825.00

BREAKDOWNS

16 SALARIES AND WAGES	Rate Only
17 Executive Director	51 \$10,000.00
Secretary	2,900.00
Assistant Network Manager	3,900.00
Traffic Manager	2,900.00
Shipping Manager	2,900.00
Duplicator Operator	3,500.00
Extra Labor	1,500.00
26 TOTAL S & W	\$27,600.00

SUPPLIES AND EXPENSES \$10,000.00

SEMINARS, ETC.

Seminar	\$ 5,000.00
Regional Meetings	4,000.00
Executive Committee Meetings	2,000.00
Research - internal	1,000.00
Research - external	2,000.00
NAEB Committees	1,500.00
Office Travel	2,200.00
TOTAL SEMINARS	\$17,700.00

TOTAL \$57,825.00

INTERNAL BUDGETS

PROJECT AREA

Salaries and Wages	\$12,900.00
Seminars, etc.	16,700.00
Overhead	1,700.00
Supplies and Expenses	2,700.00
TOTAL PROJECT AREA	\$34,000.00

TAPE NETWORK AREA

Salaries and Wages	\$14,700.00
Travel	1,000.00
Overhead	825.00
Supplies and Expenses	7,300.00
TOTAL TAPE NETWORK AREA	\$23,825.00

TOTAL \$57,825.00

INCOME

PROJECT AREA

from Kellogg Foundation \$34,000.00 \$34,000.00

TAPE NETWORK AREA

from Kellogg Foundation \$16,500.00
from member assessment fees 7,325.00
\$23,825.00

TOTAL \$57,825.00

BUDGET FOR NAEB HEADQUARTERS AND THE NAEB TAPE NETWORK
July 1, 1952 to June 30, 1953

OVERALL BUDGET

SALARIES AND WAGES	\$27,600.00
SEMINARS, ETC.	17,700.00
SUPPLIES AND EXPENSES	10,000.00
OVERHEAD	2,525.00
TOTAL	\$57,825.00

BREAKDOWNS

SALARIES AND WAGES	Rate Only
Executive Director	\$10,000.00
Secretary	2,900.00
Assistant Network Manager	3,900.00
Traffic Manager	2,900.00
Shipping Manager	2,900.00
Duplicator Operator	3,500.00
Extra Labor	1,500.00
TOTAL S & W	\$27,600.00

SUPPLIES AND EXPENSES	\$10,000.00
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SEMINARS, ETC.

Seminar	\$ 5,000.00
Regional Meetings	4,000.00
Executive Committee Meetings	2,000.00
Research - internal	1,000.00
Research - external	2,000.00
NAEB Committees	1,500.00
Office Travel	2,200.00
TOTAL SEMINARS	\$17,700.00

~~DEBT PURCHASES~~

INTERNAL BUDGETS

PROJECT AREA

Salaries and Wages	\$12,900.00
Seminars, etc.	16,700.00
Overhead	1,700.00
Supplies and Expenses	2,700.00
	\$34,000.00

TAPE NET AREA

Salaries and Wages	\$14,700.00
Travel	1,000.00
Overhead	825.00
Supplies and Expenses	7,300.00
	\$23,825.00

INCOME

PROJECT AREA

from Kellogg Foundation	\$34,000
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TAPE NETWORK AREA

from Kellogg Foundation	16,500
from member assessment fees	7,825
TOTAL	\$23,825

Plan figures - 1
Sub-Total - 2
Grand " - 3

Total

57,825

57,825

23,825

PROPOSAL ELABORATION

NAEB--KELLOGG PROJECT

Jim Miles

(NOTE:- I will put down in narrative form the arguments for and against each proposal -- or the alternatives -- and then state at the end which proposal I favor, and if I feel I can add anything, why I favor it.)

NAEB TAPE NETWORK

- 1.- One of the growing discussions centers around the exact service the tape net should perform. There are several proponents for placing emphasis on the "network" idea and all it implies -- particularly immediacy and flexibility. There is at least one exponent for even more advance planning than the network does at present -- saying in effect why not plan a whole year in advance -- or at least four months. This of course means that the network more closely resembles a transcription "service". I'll not take sides in this argument for as a station manager I could use it either way. I would like to point out the economics of the situation. We are operating on a set budget -- to get the most out of that budget requires planning, planning the best use of facilities and manpower. The best plan would call for 100% use of time and facilities -- this of course is impractical because it allows for no breakdowns or sicknesses. I would suggest therefore that we plan at about 75% capacity and allow the remaining 25% of the time to take care of breakdowns, sicknesses and for immediacy shows.

PROPOSAL:- THE NETWORK MANAGER, SUBJECT TO THE APPROVAL OF THE EXECUTIVE DIRECTOR, SHALL DETERMINE WHAT QUANTITY OF TAPES CAN BE TURNED OUT AND SHALL PLAN ROUGHLY 75% ON A "SERVICE" BASIS AND 25% ON A "NETWORK" BASIS.

- 2.- One of the knottiest problems connected with the network is the matter of program acceptance. The only solution seems to be a network acceptance group. This group should meet at least four times a year -- and should have mechanics set up for auditioning shows between meetings. The question here is to get someone with mature judgment and the time to listen. Past acceptance committees broke down because we chose busy people -- people who could not take the time to listen. I suggest we take good program directors for this assignment -- three should do it.

PROPOSAL:- THE EXECUTIVE DIRECTOR SHALL RECOMMEND TO THE PRESIDENT FOR APPOINTMENT TO THE NAEB TAPE NETWORK PROGRAM ACCEPTANCE GROUP REPRESENTATIVES OF THREE MEMBER INSTITUTIONS WHO ARE ACTIVELY ENGAGED IN PROGRAMMING.

THIS GROUP SHALL OUTLINE IN WRITING THE QUALIFICATIONS IT DEEMS ESSENTIAL FOR NETWORK ACCEPTANCE. THESE SHALL ALSO CONDUCT A STUDY TO DETERMINE % OF VARIOUS TYPES OF SHOWS TO BE OFFERED. THESE SHALL BE SUBMITTED TO THE NAEB BOARD OF DIRECTORS FOR APPROVAL.

THIS GROUP SHALL HAVE FULL AUTHORITY TO ACCEPT OR REJECT PROGRAMS WHICH SHALL BE OFFERED ON THE TAPE NETWORK. NO OTHER GROUP OR INDIVIDUAL CAN COMMIT THE NETWORK TO ANY OFFERING.

Cost:- four meetings yearly

if regionally centered	\$1,000.
if nationally chosen	\$2,000 - \$3,000.

- 3.- At least one station has asked the tape network to defray some of its costs in securing a show for the network. This whole matter seems to hinge around the question of intent. If the station is going to some expense to secure a show -- and would do so even if it were not offered on the network -- then certainly no payment should be made. The reverse certainly should be true within limitations. Certainly if the network were to add even the modest sum of \$10.00 per hour for each show secured the cost would soon eat us up. Add \$5,000 yearly to the cost of operation and the membership fees would have to be increased sharply.

PROPOSAL:- THE NAEB TAPE NETWORK MANAGER SHALL MAKE EVERY EFFORT TO SECURE ALL SHOWS AT NO COST. IN NO EVENT SHALL HE PAY MORE THAN \$10.00 PER HOUR (Plus supplying the tape). IN NO EVENT SHALL HE AGREE TO PAY ANY STATION MORE THAN ITS YEARLY SERVICE ASSESSMENT.

- 4.- Much has been said about "in-school" programs on the tape network. There are at least three distinct types -- those used by school stations with a master teacher plan -- those without a master teacher plan -- and those college stations who work on a regional basis. There is a school of thought that holds out for evaluation similar to films. Others say the film evaluation never meant anything and neither will this. There are many other points of disagreement so that this seems like the best.

PROPOSAL:- THE WHOLE QUESTION OF IN-SCHOOL PROGRAMS OFFERED ON THE NAEB TAPE NETWORK IS REFERRED TO THE PLANNING GROUP (See NAEB Kellogg Project below) WITH INSTRUCTIONS TO DELINEATE THE PROBLEMS AND SUGGEST WORKING GROUPS WHO CAN RECOMMEND WAYS TO SOLVE THEM.

Estimated cost:- for one meeting each for three groups

if regionally centered	\$1,500.
if nationally chosen	\$2,500 to \$3,500.

- 5.- The master file problem is not as urgent as others at this time. Nor is there any clear recommendation to make. There seems to be no danger to the tapes until hot weather therefor I make the following:

PROPOSAL:- THE NAEB TAPE NETWORK MANAGER SHALL BRING IN A RECOMMENDATION ON THE PROPER STORAGE AND HANDLING OF TAPE MASTERS FOR APPROVAL AT THE NEXT BOARD OF DIRECTORS' MEETING.

- 6.- The relationship between the Network Manager and the Executive Director as presently existent is not a problem. I felt originally that this should be more carefully spelled out for years to come. As of this writing I am not too sure that there needs to be two executives in the Headquarters' Office. Much of the work that Rider has been forced to do could as well be done by a chief clerk. Similarly, once the pattern is set -- certainly by the end of this year -- Miles' successor would be available to do more. It is a problem that needs only thought at this time. Therefore, I make the following:

PROPOSAL:- MILES AND RIDER SHALL EVALUATE THEIR JOBS AND BRING IN A RECOMMENDATION AT THE NEXT BOARD OF DIRECTORS' MEETING. ALL BOARD MEMBERS SHALL BE THINKING OF POSSIBLE SUGGESTIONS FOR MILES' SUCCESSOR AND SHALL COMMUNICATE SUCH SUGGESTIONS TO THE PRESIDENT. MILES' SUCCESSOR SHALL BE SELECTED AT THE NEXT BOARD OF DIRECTORS' MEETING AND SHALL BE RECOMMENDED TO THE UNIVERSITY OF ILLINOIS FOR APPOINTMENT. HIS TERM SHOULD OVERLAP MILES BY AT LEAST ONE MONTH.

NAEB HEADQUARTERS

- 1.- Several discussions have been held regarding the charging of some of the activities normally borne by the NAEB treasury to the Kellogg Grant. Realistically we must at the end of five years support ourselves. Inasmuch as this is the paramount issue I make the following:

PROPOSAL:- ALL OF THE ACTIVITIES WHICH NAEB HAS NORMALLY CARRIED ON THAT CAN BE TRANSFERRED TO HEADQUARTERS SHALL BE SO TRANSFERRED. THE MONIES IN THE NAEB TREASURY SO SAVED SHOULD BE LEFT THERE AGAINST THE DAY WHEN THE GRANT STOPS. NO UNUSUAL EXPENDITURES FOR SUCH THINGS AS BOARD MEETINGS, ENGINEERING OR LEGAL TALENT SHOULD BE ALLOWED UNLESS AND UNTIL THERE IS PROVIDED A WAY TO CARRY ON WITH SUCH ACTIVITIES AFTER THE GRANT IS ENDED. THIS APPLIES ONLY TO REGULAR OCCURANCES -- SPECIAL PROJECTS SHALL BE CONSIDERED ON THEIR MERIT.

- 2.- The Executive Director has attempted to visit as many stations as time would allow. He has in every instance tried to tie such visitation up with a meeting or other event -- thus expenses are held to a minimum. Both the headquarters and the station benefit from this visit. It has been suggested that regional directors should do this visitation. I personally do not feel that this will have the effect of strengthening the central source of information which headquarters should be. Perhaps in the light of the recent emergence of the headquarters operation the duties and responsibilities of the regional directors should be re-examined. This question too might be tossed to the planning group for delineation and recommendation.

PROPOSAL:- THE EXECUTIVE DIRECTOR SHALL VISIT AS MANY MEMBER INSTITUTIONS AS TIME AND MONEY WILL ALLOW -- ALWAYS TYING THAT VISIT TO A MEETING IN THE VICINITY WHENEVER POSSIBLE.

- 3.- There have been many discussions regarding the type of communications headquarters should have with the general members. The Board in its wisdom saw fit to leave the editing of the News-Letter with the Secretary. With this I have no objection at this time -- later when and if we change secretaries it may be advisable to reconsider the whole matter. The secretary now sends the copy to Headquarters for mimeographing and mailing. The Executive Director has been issuing sporadically a "Policy Letter". This has gone to the Board and certain other members who have been involved with policy determination. These two approaches seem to me to be the only practicable ones.

PROPOSAL:- THE EXECUTIVE DIRECTOR SHALL CONTINUE TO ISSUE THE "POLICY-LETTER" TO A RESTRICTED LIST. HE SHALL PREPARE A REGULAR MONTHLY PAGE FOR THE NEWS-LETTER. ALL OTHER COMMUNICATIONS WILL BE IN THE NATURE OF SPOT NEWS, CORRESPONDENCE, SURVEYS, ETC., OR TO TRANSMIT SOME PUBLISHED DOCUMENT.

NAEB KELLOGG PROJECT

- 1.- All of the previous discussion of "mechanics" to make the association and network run will go for naught unless we go to work at once on the listed purposes for which the grant was made. Briefly these are: 1. To improve the quality of educational programs; 2. To improve educational station management and to upgrade personnel; and 3. To help institutions become more efficient broadcasters. The question that is left up to us is "HOW?" I re-submit the idea that the area is far too large for any one man to attempt an answer. It requires concentrated action on the part of a group for several days. I re-submit that this group should be a visionary group -- not too closely bound to the day to day operation of a station -- and not already encumbered with the responsibility of board membership. The NAEB Board is, in my opinion, an operational group. It should continue to concern itself with the implementation of the plans we have already made -- and leave the plans for the future to another group. Needless to say, any such group would be subject to Board approval before releasing their report.

PROPOSAL:- The EXECUTIVE DIRECTOR SUGGESTS THAT THE PRESIDENT APPOINT, AND THE BOARD RATIFY, THE FOLLOWING TO ACT AS THE PLANNING GROUP: LEVENSON, MCCARTY, TYLER, HUDSON, COLEMAN, AND MCCABE DAY. THIS GROUP SHALL SPELL OUT THE QUESTIONS -- THE ANSWERS TO WHICH WOULD LEAD TO THE IMPLEMENTATION OF THE THREE PURPOSES STATED ABOVE. THIS GROUP SHALL ALSO NAME, FOR PRESIDENTIAL RATIFICATION, THE GROUPS WHICH WILL DISCUSS THE QUESTIONS SO SPELLED OUT. THE GROUP SHALL ALSO PLACE A PRIORITY ON EACH QUESTION SO THAT THE EXECUTIVE DIRECTOR WILL BE ABLE TO CALL FIRST GROUPS FIRST -- AND GO AS FAR DOWN THE LIST AS MONEY WILL ALLOW. THOSE LEFT OVER WILL BE HELD FOR USE NEXT YEAR.

- 2.- If the Board decides favorably on the above course there is one other bit of policy direction it should give the planning group. This in regard to regionally centered or nationally chosen groups. The point that must be determined is whether the following statement is true:- "A group of

educational radio people, all from the same geographical area, can validly discuss and recommend a nationally valid program." I have proposed this because of the obvious financial savings -- it will let our money cover more than twice as much ground, and do it just as well. I sincerely believe this so I make the following:

PROPOSAL:- THE NAEB BOARD OF DIRECTORS RECOMMENDS THAT THE PLANNING GROUP REGIONALLY CENTER THE WORKING GROUPS WHENEVER THAT IS POSSIBLE.

If the Board rejects the planning group idea, then it is incumbent upon the Board or at least the Executive Committee to meet at once with the Executive Director to go over in detail the areas to be covered and how they shall be covered.

REPORTS

The question of reports has often been raised. I feel that Headquarters and Network should report often enough to keep the Board informed but not too often to become a burden either on the writer or the readers. Therefore, I make the following:

PROPOSAL:- THE NAEB HEADQUARTERS AND TAPE NETWORK SHALL MAKE A DETAILED ANNUAL REPORT WHICH WILL BE DISTRIBUTED TO THE BOARD, MEMBERS, AND FOUNDATION. THEY SHALL ALSO PREPARE QUARTERLY, NARRATIVE AND FINANCIAL REPORTS FOR SUBMISSION TO THE BOARD.

W. K. KELLOGG FOUNDATION²⁴
BATTLE CREEK, MICHIGAN²²

DIVISION OF EDUCATION

HUGH B. MASTERS
DIRECTOR

ROBERT G. VANDUYN
ASSOCIATE DIRECTOR

July 2, 1952

Mr. Jim Miles
Executive Director
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Jim:

This is to approve for the Foundation your request that the balance which remains at the end of the June 30, 1952, be used toward the payment of the 3,000 reels of tape which you secured through the University of Illinois. We would appreciate it if you would indicate in the financial statement what the balance was and how much will have to be found to complete the payment for the 3,000 reels.

We certainly enjoyed having you fellows with us a few days ago. The report is really quite impressive in spite of all the handicaps we have had.

We are in the midst of project reports and budget hearings clear up to our ears. It was fortunate we found the time we did for you to come. Otherwise, I am afraid it would be impossible after that date. I hope your workshop proves to be even more successful than you anticipated.

Sincerely,

Bob hmn

Robert VanDuyn

RVD:hmh

RECEIVED
RADIO STATION

AUG 18 8 43 AM 1952 NAEB HEADQUARTERS

WILL & WIUC
UNIVERSITY OF ILLINOIS

August 18, 1952

TO: All members of the NAEB Tape Network
FROM: Jim Miles

Gentlemen:

Once again it's billing time for the NAEB Tape Network. A bill for your fee for the period July 1, 1952--June 30, 1953, is enclosed. The bill originates in the business office of the University of Illinois, and your check should be made payable to the University of Illinois.

These checks are handled through a revolving fund which the University of Illinois maintains for us. Monies may only be expended for tape network operation.

Remember -- make your checks for tape network assessment fees payable to the University of Illinois.

*Returned to
Jim
for stores voucher
10-16-52*

RECEIVED
RADIO STATION

NAEB HEADQUARTERS

August 25, 1952

AUG 26 8 33 AM 1952

TO: ALL NAEB TAPE NETWORK STATIONS

FROM: WILL & MARY
UNIVERSITY OF ILLINOIS

Gentlemen:

The fall offering (Package #9) of the NAEB Tape Network will include the first series of programs produced by the Adult Education Committee, who administered the Fund for Adult Education grant to NAEB. You have already had considerable information on this series from Sy Siegel. May I urge that you make every effort to use all of the promotional material Sy has put in your hands? This is one series which can back up all the bragging and ballyhooing you can give it.

PROMOTION

It will be well worth your while to re-type the press releases Siegel has sent you -- inserting, of course, your call letters, location, and time and day of broadcast. Distribute these to all newspapers which have any circulation in your coverage area. I say re-type the releases because we have found that the newspaper editors will pay more attention to typed stories than they will to mimeographed or multilithed stories which have your local information typed or written in. Of course, if you can't re-type them, do send them out with the information written in.

In addition to the material which you have already received from Siegel, you will be receiving from headquarters a quantity of brochures which you can mail to influential people in your area. These are beautiful two-color folders, designed by the University of Illinois Art Department and lithoprinted in Chicago. Some of you ordered sufficient quantity of these to enable us to imprint your station and time of broadcast on your folders. Those who didn't should utilize the back blank page of this folder for such information. It will be worth your while to invest a few dollars in a rubber stamp for this purpose. Be sure you say when the program will be heard. The folder loses its effectiveness if it does not contain this information. This blank back page is also usable as a place to put addresses. The post office says that this does not need an envelope and that it does not need to be sealed in any way. I advise that you check with your local post office on the best way to handle this material.

May I urge again that you set up a firm schedule for handling all of this promotional material? Here is a vehicle adequately planned with adequate material available for some real audience promotion at the local level. This is a very real part of the value of these programs to NAEB member stations.

DISTRIBUTION

As far as the network is concerned, you will receive THE JEFFERSONIAN HERITAGE as a part of the weekly shipments from headquarters. As you know, under the new system headquarters will serve directly each station of the network and all stations will return tapes to network headquarters. PLEASE DO NOT CONFUSE PACKAGE #9 WITH PACKAGES #7 AND #8 WHICH WILL CONTINUE TO BE BICYCLED UNTIL THEY HAVE COMPLETED THEIR PREVIOUSLY ARRANGED SCHEDULES.

Package #9 will leave headquarters on or about September 5 for each member station. It is for use by you during the week of September 14. Subsequent mailings will be made from headquarters at weekly intervals. This applies to the entire package of which THE JEFFERSONIAN HERITAGE is a part.

As George Probst has said, THE JEFFERSONIAN HERITAGE is an "enduring program." He means by this that it can be played five or ten years from now and have as much meaning as it does today. This undoubtedly means that you will want to keep THE JEFFERSONIAN HERITAGE as a part of your permanent tape library.

There was no money available in the FAE grant to enable us to give you these tapes. The cost of giving you these tapes from headquarters is, of course, prohibitive (70 x 13 x \$3.00 = \$2730). We, therefore, have only these two solutions: First, you keep the tape you receive from the NAEB Tape Network and replace it with a new Scotch tape from your supply; or, second, you dub to your own tape this series of programs and return the tapes you get from the network to headquarters.

Because of the large number of tapes headquarters must handle each week, it will be impossible for us to keep many of the records we have kept in the past. One record, however, will be faithfully kept. We will know how many tapes have been sent to each station and how many tapes have been returned. Should any station on the network fail to return the tapes promptly after using them, we will of necessity have to discontinue service to that station until the tapes are returned.

OTHER USES OF THE JEFFERSONIAN HERITAGE

NAEB Tape Network stations may make THE JEFFERSONIAN HERITAGE tapes available for non-broadcast use. This means they may become a part of your local tape library, and they may be used before civic groups, assemblies, or in individual classrooms.

Any broadcast use of THE JEFFERSONIAN HERITAGE tapes on non-NAEB Tape Network stations is strictly prohibited. Such broadcast rights can only be authorized from headquarters and will only be granted to those non-NAEB Tape Network stations which purchase from NAEB a set of Columbia l.p. transcriptions of the series. These sets will be sold at the nominal price of \$25.00. These will not be available before mid-October or early November. Hence, the only release of the series at this time will be on NAEB Tape Network stations.

CONCLUSIONS

This has been a very involved letter. I am sure Waldo Abbot will call it "much too long," but we are embarking on a new course as far as the network is concerned and upon a golden opportunity as far as educational broadcasting is concerned. I again repeat my very great hope that each and everyone of you will take every possible step to adequately use these programs.

Kellogg

August 29, 1952

Mr. Robert VanDuyn
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Many thanks for your fine letter of August 19 and for the attached check. The check has been properly credited to our account by the University of Illinois Business Office.

Thanks, too, for the kind words on our progress report. I do think we have made progress this past year and am very hopeful for the year to come. We are proceeding with the idea of making the Minneapolis meeting more than just a "convention." Incidentally, we would be happy if you and Hugh could find time to attend this meeting. It will be held November 6-7-8. I will be happy to make any reservations for you which you desire.

As you know, I do agree that an "improvement program for NAEB and its board" is a must. Would there be any possibility of us talking about this further in the very near future? I plan to be in Urbana most of the time between now and the Minneapolis meeting so would be available whenever it seems convenient to you.

I will remind the Board again of our responsibility for evaluation of the project. I assure you a complete evaluation will be accomplished.

In answer to your specific question regarding what progress has been made toward the accomplishment of Purpose 3, may I point out the following: the Regional Conference held in Norman, Oklahoma; the Allerton Conference held in June; and the Iowa State College TV Workshop just concluded. These have all helped on the first two points mentioned under this purpose. They have more adequately trained personnel. They have concentrated some expert attention on the problems of educational station management. They have provided sessions on surveys and studies. They have carefully examined the knotty problems of programming and production.

I don't mean by the above that we have done all that could have been done or will be done, but I do think we have made a fine start.

There are at the moment 87 active members of NAEB. 70 of these subscribe to the NAEB Tape Network. To the best of my knowledge there are but 10 to 20

Mr. Robert VanDuyn

- 2 -

August 29, 1952

other educational stations in the country. We are constantly working on the membership problem and are adding members almost daily. I found six application blanks on my desk when I returned from the Iowa State meeting. As far as the New England and Southern areas are concerned, I believe we have almost all of the stations on the air in those regions. As with some other areas which might be called "progressive education," these regions are notably backward.

I would greatly appreciate expansion either via mail or in person on your next to the last paragraph. I have long felt that the basic objectives of NAEB and of the Kellogg Project at the University of Illinois were completely intertwined. I think the others working with me in NAEB have much this same feeling. Do I interpret correctly that this is not your feeling at this moment?

Needless to say, I agree whole-heartedly on the need for developing cooperation among radio, publications, and the extension service. I would be happy to spark-plug a meeting which might implement such cooperation. Do you think the time is ripe for such a meeting?

As I have said before, it has been a very real pleasure to work with you and Hugh this past year. Your wonderful cooperation, your understanding of our problems, your fine guidance has been something I will long remember.

Sincerely,

Jim Miles
Executive Director

JSM:ll

P.S.: Attached are two pictures of the tape duplicator of "Little Monster" as we call it. Why don't you come down and see it in operation?

check for \$50,500 was attached. The notation
said. "Second installment on a 5-year grant for
the development of a network of educational
W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN broadcasting stations.

DIVISION OF EDUCATION

HUGH B. MASTERS
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

August 19, 1952

Mr. Jim Miles, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Jim:

The delay in answering your letter is due to the fact that for the past many days we have been having budget hearings and have as a part of this activity been making a very complete review of the NAEB project-- proposal, progress reports, and supplementary materials.

You and your staff has developed an excellent report on the work that is being carried on and there seems to be ample evidence that considerable progress has been made. We are, of course, pleased and delighted to know that the tape duplicator is in use. The very fact that during the past year NAEB has developed permanent headquarters and established a tape network is a real accomplishment; and plans for the second year seem to offer many possibilities for even further growth and development. The convention planned for this fall in Minneapolis would seem to be an excellent next step. We are agreeable to the suggestions in the proposal that special speakers and consultants be used as needed for this meeting.

Comments
Even though there has been some excellent accomplishments made during the first year, we share with you a real concern in many ways for the program. We hope that in the year ahead the NAEB Board, with the assistance of the staff, will be able to develop a more effective kind of operation with respect to its many and varied activities. It would seem wise to set up an improvement program for NAEB and its Board using outside consultants until after its own staff and the easily accessible help from the affiliated agencies are used. We are most sympathetic with the problems confronting the Board and are more than willing to be helpful in any way we can. Also, are there not others within the institutions from which the Board members come that they could draw upon for counsel and advice? We would like to do some thinking along this line with you, if you think it has merit.

We also hope that the staff and the Board will be able to lay a basis for a more systematic and complete plan of evaluating the work of this particular project than seems to have been done so far. We recognize at least some of the difficulties involved, but believe that it must be done and that the full responsibility for doing so rests with the Board and the staff.

August 11, 1952

In reviewing the annual report materials in light of the original proposal we could not help but wonder what progress has been made toward the accomplishment of Purpose 3 as stated on Page 14, i.e.,

"3. To improve the management and upgrade the personnel of educational stations:

It is proposed to help the educational broadcasters, by means of conferences, fellowships, and related devices, to train adequate personnel;

It is proposed to concentrate some expert attention on the problems of educational station management;

It is proposed to help these stations develop audience on the effect studies by which to judge their performance and redirect their planning."

*How are
so few*

In studying the distribution of the stations now participating in the tape network it is not clear as to why so few in the New England area and the Southern region are participating. Is there a relationship between the stations participating and the contacts made directly or otherwise by the staff? We are pleased to know that the staff will be able to circulate more widely this year.

We hope you will not misunderstand this next question, but feel compelled to raise it with you: Is there any possibility that the central staff of NAEB is likely to become so involved in the "many and varied activities" of the (NAEB) Board that it will fail to accomplish the objectives agreed upon in the original proposal to the Kellogg Foundation? You may feel that this is a valid question but it stems from a concern that we have about this program. In the original proposal we were concerned with the development of a cooperative relationship involving radio, publications and extension service with the view of bringing to rural people a better and more varied kinds of educational offerings. We hope this particular purpose might be worked on in great detail in the years ahead.

The financial statement as of May 31, 1952 submitted by the University of Illinois has been received and is approved by our auditor on condition, of course, that we receive, when the final figures are available, a supplementary report to coincide with the University fiscal year closing as of June 30, 1952. Acting on the request made in the annual report, we are enclosing a check in the amount of \$50,500.00, which fulfills the Foundation's commitment for the second year of the program.

With all best wishes.

Sincerely,



Hugh Masters
Robert VanDyyn

Enc.

HBM: jg
RVD

P.S. When you send the supplementary statement would you please include a duplicate copy of the financial statement as of May 31, 1952 that you have already sent. Thanks RVD

Urbana, Illinois
June 10, 1953

Mr. Robert VanDuyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:


On behalf of the Executive Committee of the National Association of Educational Broadcasters, I am submitting budget proposals for 1953-54.

1. The proposed budget for continuation of the third year of the original five-year grant is submitted. Basically, it is the same as for the two previous years, with adjustments to meet the anticipated income from NAEB assessments.
2. Also, a proposal for increased services to educational radio and television through NAEB. The memo explains each itemized request. I shall be happy to supply additional information on any or all items, if you wish.

May I suggest that it would be helpful if we could have a conditional approval of the regular budget at an early date. Obviously, I understand that formal approval of the Foundation must await submission by us of a formal report on 1952-53.

Sorry you can't get to Ann Arbor. We'll miss you.

Sincerely yours,


Frank E. Schooley
Treasurer

FES:es

Encl.

Transmitted through
Dean Wilbur Schramm

See if copy will

MEMO

TO: Robert VanDuyn, W. K. Kellogg Foundation

From: Frank E. Schooley, Treasurer, NAEB

Re.: Proposals to expand the W. K. Kellogg Foundation support to N. A. E. B. for 1953-54, either by transferring funds from the 1954-55 budget, or by supplying new funds.

-- New Tape Duplicator for the NAEB Tape Network \$ 9,900.00

The Network has grown to such size that it is difficult to give satisfactory service to all members at all times, and Network size continues to increase. Specifically, it is proposed to secure another Tape Duplicator, same size as the present model, to (1) expand the program offerings by about 50%, (2) to give greater flexibility to members in selecting programs for use, (3) to have facilities for special timely programs which is not possible under present capacity operations, and (4) to provide for emergency operations, should the one and only present Duplicator need repair.

-- Additional Tape Supply for the NAEB Tape Network 5,000.00

The growth in size of Network and amount of service rendered has far exceeded the original estimates. The Network has never had ample supply of tapes for efficient operation. This has been simply an underestimate of needs for such type of service.

-- Additional staff for Headquarters to give service to increasing demands of educators and educational institutions in both radio and television. 18,400.00

a. Associate Director - To provide program and station management consultation services to the stations now operating, (2) to arrange further exchange of ideas between stations, (3) to encourage development of new educational stations, and (4) to encourage the educational utilization of educational radio programs by schools. (\$8,000)

b. Associate Director - The same type of services for television as indicated in "a" above. This is an area where service is needed, where NAEB must fill the gap. This person would place emphasis upon programming needs. (\$8,000)

- c. Additional help in NAEB TAPE NETWORK operations, to provide additional service indicated by new duplicator. This amount probably will not supply the help, but this amount might be supplemented from the "labor" item in the regular Kellogg-NAEB budget. (\$2,400)

Travel for each of the two Associate Directors, at \$2,200 per year.	4,400.00
Duplication of service materials for educational broadcasters. Such service materials would be on educational and radio television programming, management, operations, and utilization.	3,600.00
Radio Program Service for Schools	2,160.00

This would be the initial effort to make available to school systems program series that had been accepted and used by the NAEB Tape Network. This would be tried on a small scale, to determine needs and potentialities for future expansion. Simply stated, this service would be inaugurated with previous and present NAEB Tape Network series made available by tape recording. Master copies of programs would be kept on file. Tapes would be sold to stations at \$5.50 per 30 minutes of programming, limiting each tape to two programs, or programs would be copied upon tapes furnished by school at \$1 per program, or rented on a nominal basis, if the rental demand arises.

The cost factors arising are: (1) small storage cabinet, (2) tape supply, (3) cataloging of available programs, (4) securing "rights" holders permissions to use the series for such purposes, and (5) preparation of description materials for distribution, and (6) distribution and handling of programs. Estimates:

-Tapes for first 3-year Network programs,	
in-school programs only	\$1260.00
-Storage cabinet	300.00
-Cataloging, duplicated materials,	
clearances	600.00
	<u>\$2160.00</u>

It should be noted that approximately \$1500 could be diverted to the NAEB Tape Network at a later date if this project is found not to be filling an apparent educational need.

Regional In-service and Consultation Services	3,000.00
---	----------

Service to educational broadcasters, members or non-members of NAEB, to be provided by the Regional Directors, or others selected, at no compensation, but with expenses paid. Six regions @ \$500 per region.

- In-service committee meetings. 1,200.00

Additional funds are needed to get the working committees together to plan and take action on problems of educational broadcasting. Examples: Engineering, on engineering standards for school stations, and their needs; long-time planning of in-school program series, and planning of needed programs for adults.

- Prestige Radio Series. 80,000.00

To produce this series of programs would cost approximately \$5,000 per program, for series of 13 programs, and approximately \$15,000 to promote listenership for the series.

The series would, or could be, in the area of education, agriculture, or community health. They would be intended for the adult audience, with possible secondary usage in study groups and in schools.

This series would be planned and produced by professionals, with eminent consultant or consultants to check the authority of the productions.

For example, see attached memo outline of possible series.

- Staff Study on Organizational-Operational Needs of Television Network.

This study to be made within five-month period to determine the needs, uses, program problems, production problems, organizational, and operational needs of an Educational Television Network, and to ascertain costs of initiating and operating such a network.

Director	\$5,000.00
Staff, including secretarial	2,000.00
Travel, and contingencies	1,500.00

8,500.00

- Establishment of an NAEB Office in Washington, to serve NAEB in Washington and in New York City.

This office would serve:

- a. Representative of NAEB with other educational organizations, with headquarters in Washington; such as U. S. Office of Education, Association of Land Grant Colleges, the American Council on Education, and the U. S. Office of Education.

- b. Representative of NAEB in relationships with government, including the FCC, and other agencies.
- c. Supply members with printed or duplicated reports on government activities that affect broadcasting.
- d. Supply NAEB Tape Network with weekly or semi-monthly programs on Education from Washington.
- e. Serve similarly in New York on weekly or semi-monthly basis, as services are needed.

Funds needed would be allocated:

a. Associate Director	\$10,000
b. Secretary	3,600
c. Radio programs	2,600
d. Service materials	2,400
e. Travel	1,000
	<u>\$19,600</u>

- Grants-in-Aid for Series of In-School Radio Programs. (3 series) 18,000.00

These grants would be administered by NAEB, and would be made available to educational institutions with radio stations or with radio program production centers. The grants, to be made upon application, would be used by educational institutions to improve a series, which might need the "lift" to bring it to NAEB Tape Network quality.

- Grants-in-Aid for Television Series of programs (2 series) 20,000.00

To aid an educational institution in the planning and production of series of educational programs for television. The funds to be administered by NAEB. Grants to be made upon application, and upon showing of potential good to educational television to come from such series.

- In-Service Training Program 7,800.00

To provide for the exchange of staff personnel on six stations, to provide for upgrading of personnel and stations' staffs. The funds would be used only to cover differentials in such items as travel, subsistence, and salaries.

- Exchange fellowships, to cover out-of-pocket expense of Fulbright Scholar to Great Britain (\$2250), and travel and incidental expenses of return-fellow to USA (\$750). 3,000.00

- Indirect costs to be added to above items approved, @ 5 per cent.

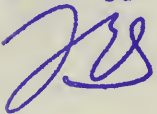
MEMO

Prestige Radio Series -- Proposed -- Sample Outline

AND MAN SHALL GROW
(Education in the U.S.A.)

- Series - Thirteen (13) one-half hour programs.
- Purpose - To show the role of education in the development and growth of the U.S.A. to government, to society, and to the individual.
- Contents - Resources of education, based upon research. To include educators and the educated, the child and the adult, the stories of trials--successes and failures, and examples of contributions to a developing Democracy.
- Techniques - Basically, woven documentary and narration.
- Authorities - To be planned and produced by competent professional personnel, under direction and supervision of professional producer, aided by professional educator or educators as consultants. Example of possible consultants: Professor James Bartlett Edmonson, Dean Emeritus, College of Education, University of Michigan; Professor Ralph Tyler, University of Chicago; Professor Edgar Dale, Ohio State University.
- Uses - (1) By NAEB Tape Network stations, first choice; (2) commercial radio stations, on non-commercial basis; (3) adult education groups; (4) in-school use; (5) libraries; and (6) the general public.

6-10-53



*Kellogg
file*

NAEB BUDGET SUMMARY

	1952-53	1953-54
Salaries and wages	\$ 27,600.00	\$ 30,790.00
Seminars, etc.	17,700.00	19,200.00
Supplies and expenses	10,000.00	12,000.00
Overhead	2,525.00	2,250.00
Contingencies		1,910.00
Total	\$ <u>57,825.00</u>	\$ <u>66,150.00</u>

NAEB HEADQUARTERS (NAEB & KELLOGG)

Salaries and wages	\$ 12,000.00	\$ 14,027.00
Seminars, etc.	16,700.00	19,200.00
Overhead	1,700.00	1,560.00
Supplies and expenses	2,700.00	4,700.00
Total	\$ <u>34,000.00</u>	\$ <u>39,487.00</u>

NAEB TAPE NETWORK (NAEB & KELLOGG)

Salaries and wages	\$ 14,700.00	\$ 16,763.00
Travel	1,000.00	1,000.00
Overhead	825.00	690.00
Supplies and expenses	7,300.00	6,300.00
	\$ <u>23,825.00</u>	\$ <u>24,753.00</u>

Contingencies		1,910.00
(Totals, Hdq. & Network)	(\$ 57,825.00)	(\$ 66,150.00)

BUDGET ANALYSES

SALARIES AND WAGES

Executive Director	\$ 10,000.00	\$ 10,790.00
Secretary	2,900.00	3,237.00
Network Manager	3,900.00	4,522.00
Traffic Manager	2,900.00	3,237.00
Shipping Manager	2,900.00	3,237.00
Duplicator Operator	3,500.00	3,885.00
Labor	1,500.00	1,882.00
Total	\$ <u>27,600.00</u>	\$ <u>30,790.00</u>

SUPPLIES AND EXPENSES	\$ 10,000.00	\$ 12,000.00
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SEMINARS, CONFERENCES AND RESEARCH

Seminar	\$ 5,000.00	\$ 5,500.00
Regional Meetings (2)	4,000.00	4,500.00
Executive Committee meetings	2,000.00	2,000.00
Research	3,000.00	3,500.00
NAEB Committees	1,500.00	1,500.00
Office travel	2,200.00	2,200.00
	\$ <u>17,700.00</u>	\$ <u>19,200.00</u>

Overhead	2,525.00	2,250.00
Contingencies		1,910.00
(Totals, Analyses)	\$ 57,825.00	\$ 66,150.00

INCOME

Headquarters (Project)	\$ 34,000.00	\$ 34,000.00
NAEB Tape Network-Kellogg	(16,500.00)	(11,500.00)
NAEB Tape Network - Fees	(7,325.00)	(20,650.00)
NAEB Tape Network - Totals	<u>23,825.00</u>	<u>32,150.00</u>
Totals	\$ 57,825.00	\$ 66,150.00

45,500.00

Kellogg

June 12, 1953

Mr. Robert Van Duyn
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

I enclose a 1953-54 proposal from the NAEB board, signed by Frank Schooley.

You will notice that the proposal provides for the third year of the five-year grant, as originally planned, a total of \$44,500. This is reduced \$5,000 from last year's amount, while the contribution of the NAEB members has been increased \$13,325. This is a considerable accomplishment. It would be helpful if we could have at least informal word that this grant is likely to be renewed, so that our bookkeeping would not be disrupted at the end of the fiscal year.

The boys have also submitted further proposals for an extension of the project along needed lines, as discussed in Chicago. We have already talked about this, and I shall be glad to talk over any part of it with you at your will.

I want to say again how deeply gratified we are with the vigor and breadth of this development which your grant has made possible.

With very best wishes to you all, I am

Sincerely yours,

W

Wilbur Schramm
Dean

cc: Mr. Schooley
Mr. Skornia

Kellogg file

Urbana, Illinois
July 20, 1953

Mr. Robert VanDyke
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

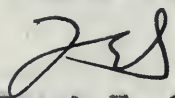
Dear Bob:

On behalf of the National Association of Educational Broadcasting, I am submitting herewith two copies of the annual report of N. A. E. B. on the Kellogg project, along with requests for renewal of the grant for the 1953-54 fiscal year, and a supplementary request for additional grants which would enable the Association to perform even more and better services to educational broadcasters.

There is one item temporarily missing. The University Business Office has been unable to complete the financial report, but promises to get it done tomorrow. I shall transmit immediately, and directly, by special delivery.

As always, we're more than ready to provide additional information if it would be helpful in evaluating the Kellogg project.

Sincerely,


Frank E. Schooley
Treasurer

FES/bc
CC; Harry J. Skornia ✓
Graydon Ausmus

Transmitted through Dean Wilbur Schramm,
Division of Communications,
University of Illinois

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

MEMO

July 21, 1953

TO: Robert VanDryn, W. K. Kellogg Foundation

FROM: Frank E. Schooley, NAEB

RE: Tape Recorders in Public Schools

Latest available figures for Illinois available are as of October, 1951. At that time, 1707 schools had tape recorders.

Mr. S. E. Alkire, Superintendent of Public Instruction Office, State of Illinois, estimates increase averages 200 schools per year since that time.

Mr. Donald Smith, Supervisor of Visual Aids, University of Illinois, believes the increase of use of tape recorders by schools in Illinois is greater than that estimated by Mr. Alkire.

There are no known data for U. S. A. A ratio of one-half that in Illinois for the rest of the nation would indicate a figure far in excess of 10,000 tape recorders in use by schools.

A Champaign, Illinois, dealer reports he has sold more tape recorders, year by year, to schools over the last three-year period, i.e., an increase each year over the previous year.

7-21-53

Kellogg File

14 Gregory Hall
Urbana, Illinois
July 21, 1953

TO: Officers and Board of Directors
FROM: Frank E. Schooley, For Harry J. Skornia
RE: Report to Kellogg Foundation, and Requests for Grants, 1953-54

Report is attached herewith, such portions as you haven't seen. Certain appendices are missing because you have previous copies. However, should you find your file copy missing, let us know and we'll send along the missing appendix. I trust all is in order. One more note: the financial report of the University is missing too. It's a difficult part, and may reach you later, but rather than hold, I'm dispatching what you receive.

cc: Wilbur Schramm
Harry Skornia

SECOND YEAR

EDUCATIONAL BROADCASTING PROJECT

A Report

from

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

to

THE W. K. KELLOGG FOUNDATION

July 1, 1953

This report was prepared by Frank E. Schooley for Executive Director Harry J. Slocum on behalf of The National Association of Educational Broadcasters. The writer was aided by the former Executive Director, James S. Miles, to whom he wishes here to express his thanks.

This report was transmitted to the W. K. Kellogg Foundation through Wilbur S. Schramm, Dean, Division of Communications, University of Illinois.

July 1, 1953

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
REPORT TO THE W. K. KELLOGG FOUNDATION, JULY, 1953

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Tape Network Assessment Fees	C
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This is the story of educational broadcasting -- radio and television in the U. S. A., 1952-53. This is the story of the activities of the National Association of Educational Broadcasters, 1952-53.

This is a story made possible because the W. K. Kellogg Foundation saw fit to assist N. A. E. B. some two years ago. The N. A. E. B. story of 1952-53 accentuates the N. A. E. B. report made to the Kellogg Foundation at the end of the Foundation's first year grant to the Association.

The story of the year is an account of increased growth of the Association, of increased service to members and non-members in educational broadcasting, in increased members of the NAEB Tape Network, of recognition given the Association by educators, by the press, by government, and by Foundations, and by cooperative affiliation of other educational groups interested in serving society through the mass media.

N. A. E. B. performed a special service for educational broadcasting by holding a School Broadcast Seminar in the summer of 1952. This Seminar brought together outstanding educators and educational broadcasters with special interest in utilizing radio and television for serving the schools. A report of this seminar is appended (D). This Seminar was made possible under the Kellogg Foundation grant.

Continuing its service to members through regional meetings, N. A. E. B. held two such conferences this year, one for Region V at Chapel Hill, North Carolina in March, and the other for Region III at Ann Arbor, Michigan, during May, 1953. A report of the Region V Workshop is appended (E). The report of the Region III Workshop is now in process of being duplicated. Copies of such meetings are furnished all NAEB members --- active, associate, and affiliate --- and to others interested in the problems considered at such meetings. These Regional meetings, like the School Seminar, were made possible by the Kellogg grant.

Mention of meetings which serve educational broadcasting would not be complete without recognition of many others.

The National Convention, held in Minneapolis in the fall of 1952, was the largest such meeting ever held in the United States. But what's more important is that there was active interest expressed in the common problems of utilizing radio and television to serve contemporary society, an interest expressed not only by NAEB members, but by others who attended. Others included representatives of organized educational groups and of foundations interested in assisting an active organization seeking to serve through broadcasting.

The meetings of the Board of Directors, and of the Executive Committee, served to bring the operations of NAEB to a higher

level, to a closer understanding with the NAEB members. The Board met at the Minneapolis Convention, and in Columbus, Ohio, in connection with the Annual Institute for Education by Radio-Television. The Executive Committee met four additional times during that year.

In connection with the Columbus meeting, NAEB committees met to consider the problems facing NAEB and to make recommendations to the Board for reaching solutions to those problems. Out of these reports and recommendations, the Board and officers of the Association received guidance for improving the services to the NAEB members, but more important to all educational broadcasters.

For example, one action recommended (and taken) was that NAEB affiliate itself with other educational groups interested in common problems. Here action was initiated that led to an exchange of membership between NAEB and the American Association of Agricultural College Editors. Subsequently, arrangements have been made for exchange of memberships between NAEB and the University Film Producers Association, as well as the Junior League. Other such exchanges are contemplated.

This led to another action. An NAEB Liason Council has been created. Its membership shall consist of educational communicators engaged in the use of mass media for educational purposes. Thus, NAEB hopes to bring closer together these organizations with a common purpose, a common goal.

It has been suggested that NAEB Committees are active groups. They are. These committees, appointed by the president, all met during the year. Most of them met and reported at Columbus, as indicated. It was at the Columbus meeting that plans were made for a special study and report by the NAEB Engineering Committee. This committee, with support supplied by the Fund for Adult Education, studied television equipment on display at the Exhibit at the National Association of Radio and Television Broadcasters' convention in Los Angeles during April. This committee report has been made available to all members, and to others interested in educational television equipment. The report is appended (E).

The International Relations Committee has had a busy year. It was instrumental in working out with the State Department arrangements for broadcasting Fulbright Scholarships in the United Kingdom, France, and Italy during the coming year. A special NAEB Committee screened the applicants and recommended the names of the three Scholars, who have been notified of their acceptance only within the past few days. Coincidentally, NAEB has arranged for an exchange of scholars from the three countries concerned. These exchange scholars will serve in the U. S. A. as the Fulbrights selected by NAEB serve across the Atlantic.

The Chairman of the International Relations Committee attended a meeting of the International University of the Air in Paris this spring. Out of this meeting came plans for an exchange of educational programs between 22 countries of the world. The Chairman

is also arranging to also have NAEB entries in Prix Italia competition. He also will attend the Prix Italia meeting in Rome later this year.

NAEB is a member of the Joint Committee on Educational Television, and of the American Council on Education.

In late June, the NAEB President attended an UNESCO-sponsored Institute for Music Education for Youth and Adults in Brussels. The NAEB president attended in the interest of the exchange of music between the various countries. He also conferred with officials of the British Broadcasting Corporation in London regarding exchange of programs.

During the year, NAEB administered a grants-in-aid program for seven radio program series and six television series. The grant of \$80,000 was made to NAEB by the Fund for Adult Education.

Also NAEB organized and held the NAEB Educational Television Seminar at Lincoln Lodge, University of Wisconsin, during June, 1953. Here the role of the educational television station, the audience-based needs, and the resources and potential resources of such stations were considered by leading educators and by leading broadcasters of educational institutions. A report of the Seminar will be published about September 1. The Seminar was made possible by a grant from the Fund for Adult Education.

To this point no specific mention of Headquarters operations has been made -- no mention as such. All of these services and operations were possible only because of the Headquarters operations, supported by the grant from the W. K. Kellogg Foundation.

It should be noted here that NAEB came through another successful

year of operations because of the wholehearted support and cooperation of its officers, as well as the loyalty of its members.

Unfortunately, NAEB lost the services of its first Executive Director, James S. Miles, on February 1, 1953. The current Executive Director, Dr. Harry J. Skornia, began service June 1. Dr. Skornia, serving the United States State Department as administrator of the Red White Red Network in Austria, could not assume his duties before that time. In the interim, the Executive Director duties were carried on by the NAEB Treasurer, Frank E. Schooley, of the University of Illinois. In fact, the Treasurer continues to serve in NAEB Headquarters, while Dr. Skornia visits NAEB members from Coast to Coast on an FAE grant. Thus, while absent from educational broadcasting circles in the U. S. A. for two years, the incumbent actually will undertake his duties with a fresh but thorough acquaintanceship with educational broadcasting and the educational broadcasters, both radio and television.

There are other services which might be mentioned. Headquarters continues to distribute LP recordings of three radio series it produced -- THE JEFFERSONIAN HERITAGE, THE WAYS OF MANKIND, and PEOPLE UNDER COMMUNISM. It conducted a television monitoring study in New York City, January 4-10, 1953, the third successive such study.

Headquarters handles hundreds of requests from organizations and institutions relating to educational radio and television. In fact, the growth of the organization and the services performed by

it are such that it is difficult to imagine a staff of the present size being able to cope with the burden for any great length of time. For a sampling of mail activities, see Appendix F.

The Headquarters office continued publications of the NAER News Letter on a monthly basis. A service to its members, the News Letter was supplemented each month by special service items mailed as a packet to members. As an example of the type of materials frequently mailed members, the report on Television Kinescopic Records, by Vernon Putnam, University of Illinois, is appended (G).

THE NAEB TAPE NETWORK

July, 1953

The story of this year is not so complicated as that presented to the Kellogg Foundation a year ago. Not so complicated, if one considers the various types of problems. But that is not to suggest that problems were non-existent.

The problems of 1952-53 were primarily those of growth. The demands upon the NAEB Tape Network exceeded expectations. More stations joined the network, more programs were available for distribution at times than the Network was able to handle. The quantity of programs duplicated each week was practically capacity every week.

The quality of programs was maintained only by hard work of the operating staff, and by cooperation of the NAEB Network Acceptance Committee. At one time during the year, the Network Acceptance Committee auditioned some 77 programs as an aid to the Network staff in program selection.

The In-School Program Committee of NAEB also auditioned program offering for the year, and made the In-School program selections for the Network.

Services and uses of the Network are best told in the statistics to be found in the appendices, A, B, and C.

PLANS FOR 1953-54

The plans and hopes of N. A. E. B. for 1953-54 are those of increased service, which are indicated in the attached supplementary budget request. The regular budget request falls into three main categories:

1. Headquarters office functions.
2. NAEB Tape Network operations.
3. Seminars, meetings, and services.

With regard to the request for renewal of the (regular) grant by the Kellogg Foundation, based upon the original five-year grant to the University of Illinois for N. A. E. B., and subject to annual review, the total expanded budget should be noted. It is based upon anticipated revenues from members taking the Network service. The Kellogg sums are in accordance with the original grant, providing for a reduction in the amount granted for purposes of supporting the NAEB Tape Network.

Plans call for continuation of the regional meetings. Already three (of six) regional meetings have been held. Here, NAEB has been able to "touch" every member on the home grounds, to serve where service is needed. The next planned Regional meeting is for Region VI on the west coast. Later this year, a meeting of Region I, on the East Coast is planned.

The Board of Directors and the Executive Committee will continue their meetings at about the same frequency, and the NAEB

Committees will met in connection with the National Convention at the University of Oklahoma in late October.

During the coming year, it is proposed that NAEB have a study made of the NAEB Tape Network to learn of its effectiveness over a three--year period, to learn what its members need and use, to learn of its effectiveness in raising the standards of educational broadcasting. With this study, a similar one of the effectiveness of the Headquarters office is also proposed. Obviously, these findings will be transmitted to the Foundation for its guidance.

N. A. E. B. also submits for consideration of the Kellogg Foundation budgetary requests which will enable it to offer more and better services in the field of educational radio and television broadcasting. The supplementary budgetary requests, with annotations, is attached.

The proposals for supplementary grants, with annotations, best speak for themselves individually. N. A. E. B. believes they have merit, believes that we must go forward, not coast, nor stand still.

TO: The W. K. Kellogg Foundation

FROM: Frank E. Schooley, Treasurer, NAEB

RE.: Proposals to expand the W. K. Kellogg Foundation support to N. A. E. B. for 1953-54, either by transferring funds from the 1954-55 budget, or by supplying new funds.

--- New Tape Duplicator for the NAEB Tape Network \$ 9,900.00

The Network has grown to such size that it is difficult to give satisfactory service to all members at all times, and Network size continues to increase. Specifically, it is proposed to secure another Tape Duplicator, same size as the present model, to (1) expand the program offerings by about 50%, (2) to give greater flexibility to members in selecting programs for use, (3) to have facilities for special timely programs which is not possible under present capacity operations, and (4) to provide for emergency operations, should the one and only present Duplicator need repair.

--- Additional Tape Supply for the NAEB Tape Network 5,000.00

The growth in size of Network and amount of service rendered has far exceeded the original estimates. The Network has never had ample supply of tapes for efficient operation. This has been simply an underestimate of needs for such type of service.

--- Additional staff for Headquarters to give service to increasing demands of educators and educational institutions in both radio and television. 18,400.00

a. Associate Director -- To provide program and station management consultation services to the stations now operating, (2) to arrange further exchange of ideas between stations, (3) to encourage development of new educational stations, and (4) to encourage the educational utilization of educational radio programs by schools. (\$8,000)

b. Associate Director -- The same type of services for television as indicated in "a" above. This is an area where service is needed, where NAEB must fill the gap. This person would place emphasis upon programming needs. (\$8,000)

Kellogg Requests -- 2

c. Additional help in NAEB TAPE NETWORK operations, to provide additional service indicated by new duplicator. This amount probably will not supply the help, but this amount might be supplemented from the "labor" item in the regular Kellogg-NAEB budget. (\$2,400)

- Travel for each of the two Associate Directors, at \$2,200 per year. \$4,400.00
- Duplication of service materials for educational broadcasters. Such service materials would be on educational and radio television programming, management, operations, and utilization. 3,600.00
- Radio Program Service for Schools 2,160.00

This would be the initial effort to make available to school systems program series that had been accepted and used by the NAEB Tape Network. This would be tried on a small scale, to determine needs and potentialities for future expansion. Simply stated, this service would be inaugurated with previous and present NAEB Tape Network series made available by tape recording. Master copies of programs would be kept on file. Tapes would be sold to stations at \$5.50 per 30 minutes of programming, limiting each tape to two programs, or programs would be copied upon tapes furnished by school at \$1. per program, or rented on a nominal basis, if the rental demand arises.

The cost factors arising are: (1) small storage cabinet, (2) tape supply, (3) cataloging of available programs, (4) securing "rights" holders permissions to use the series for such purposes, and (5) preparation of description materials for distribution, and (6) distribution and handling of programs. Estimates:

-Tapes for first 3-year Network programs,	
in-school programs only	\$1260.00
-Storage cabinet	300.00
-Cataloging, duplicated materials,	
clearances	600.00
	<u>\$2160.00</u>

It should be noted that approximately \$1500 could be diverted to the NAEB Tape Network at a later date if this project is found not to be filling an apparent educational need.

- Regional In-Service and Consultation Services 3,000.00

Service to educational broadcasters, members or non-members of NAEB, to be provided by the Regional Directors, or others selected, at no compensation, but with expenses paid. Six regions @ \$500 per region.

--- In-service committee meetings. 1,200.00

Additional funds are needed to get the working committees together to plan and take action on problems of educational broadcasting. Examples: Engineering, on engineering standards for school stations, and their needs; long-time planning of in-school program series, and planning of needed programs for adults.

--- Prestige Radio Series. 80,000.00

To produce this series of programs would cost approximately \$5,000 per program, for series of 13 programs, and approximately \$15,000 to promote listenership for the series.

The series would, or could be, in the area of education, agriculture, or community health. They would be intended for the adult audience, with possible secondary usage in study groups and in schools.

This series would be planned and produced by professionals, with eminent consultant or consultants to check the authority of the productions.

For example, see attached memo outline of possible series.

--- Staff Study on Organizational-Operational Needs of Television Network.

This study to be made within five-month period to determine the needs, uses, program problems, production problems, organizational, and operational needs of an Educational Television Network, and to ascertain costs of initiating and operating such a network.

Director	\$5,000.00
Staff, including secretarial	2,000.00
Travel, and contingencies	1,500.00

8,500.00

--- Establishment of an NAEB Office in Washington, to serve NAEB in Washington and in New York City.

This would serve:

a. Representative of NAEB with other educational organizations, with headquarters in Washington; such as U. S. Office of Education, Association of Land Grant Colleges, the American Council on Education, and the U. S. Office of Education.

Kellogg Requests - 4

- b. Representative of NAEB in relationships with government, including the FCC, and other agencies.
- c. Supply members with printed or duplicated reports on government activities that affect broadcasting.
- d. Supply NAEB Tape Network with weekly or semi-monthly programs on Education from Washington.
- e. Serve similarly in New York on weekly or semi-monthly basis, as services are needed.

Funds needed would be allocated:

a. Associate Director	\$10,000
b. Secretary	3,600
c. Radio programs	2,600
d. Service materials	2,400
e. Travel	1,000
	<u>\$19,600</u>

- Grants-in-Aid for Series of In-School Radio Programs. (3 series) 18,000.00

These grants would be administered by NAEB, and would be made available to educational institutions with radio stations or with radio programs production centers. The grants, to be made upon application, would be used by educational institutions to improve a series, which might need the "lift" to bring it to NAEB Tape Network quality.

- Grants-in-Aid for Television Series of programs (2 series) 20,000.00

To aid an educational institution in the planning and production of series of educational programs for television. The funds to be administered by NAEB. Grants to be made upon application, and upon showing of potential good to educational television to come from such series.

- In-Service Training Program 7,800.00

To provide for the exchange of staff personnel on six stations, to provide for upgrading of personnel and stations' staffs. The funds would be used only to cover differentials in such items as travel, subsistence, and salaries.

- Exchange fellowships, to cover out-of-pocket expense of Fulbright Scholar to Great Britain (\$2250), and travel and incidental expenses of return-fellow to USA (\$750). 3,000.00

- Indirect costs to be added to above items approved, @ 5 per cent.

Kellogg Requests -- 5

Prestige Radio Series -- Proposed -- Sample Outline

AND MAN SHALL GROW
(Education in the U.S.A.)

Series -- Thirteen (13) one-half hour programs.

Purpose -- To show the role of education in the development and growth of the U.S.A. to government, to society, and to the individual.

Contents -- Resources of education, based upon research. To include educators and the educated, the child and the adult, the stories of trials--successes and failures, and examples of contributions to a developing Democracy.

Techniques -- Basically, woven documentary and narration.

Authorities--To be planned and produced by competent professional personnel, under direction and supervision of professional producer, aided by professional educator or educators as consultants. Example of possible consultants: Professor James Bartlett Edmonson, Dean Emeritus, College of Education, University of Michigan; Professor Ralph Tyler, University of Chicago; Professor Edgar Dale, Ohio State University.

Uses -- (1) By NAEB Tape Network stations, first choice; (2) commercial radio stations, on non-commercial basis; (3) adult education groups; (4) in-school use; (5) libraries; and (6) the general public.

7-1-53

J. E. Schooley

IN SUMMARY ---

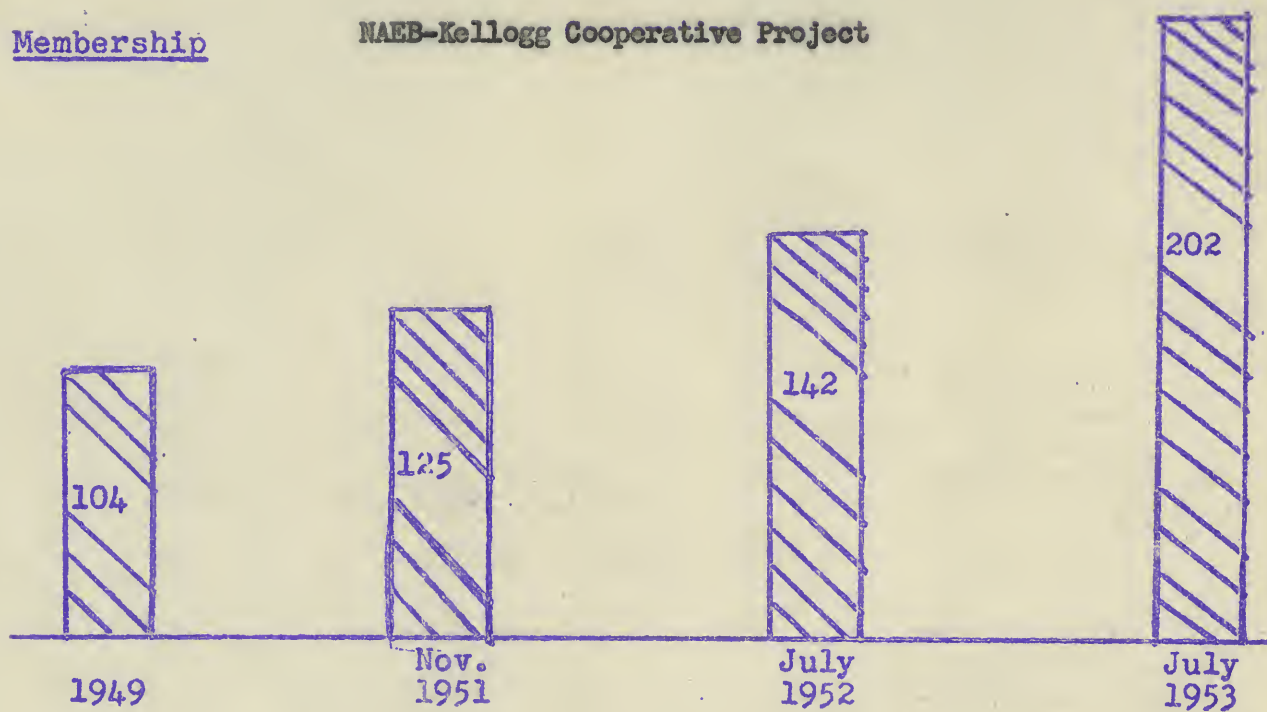
HIGHLIGHTS OF KELLOGG-N.A.E.B. CO-OPERATION
1952-53

1. 21,477 hours, 21 minutes of program supplied NAEB Tape Network stations.
2. N.A.E.B. had 99 active members, 84 associate members, 19 affiliate members --- a total of 202.
3. N.A.E.B. held its largest planning Convention at Minneapolis.
4. N.A.E.B. held the Lincoln Lodge Seminar at Madison, Wisconsin, to determine the future course for educational television in U.S.A.
5. Held two regions meetings, one at Chapel Hill, the other at Ann Arbor.
6. Established the N.A.E.B. Liason Council to bring together those organizations working with the mass media.
7. Co-operated with the State Department in granting Fulbright Scholarships to the United Kingdom, France, and Italy, and in arranging for exchange scholars to come to this country.
8. Administered grants-in-aid in the amount of \$80,000 to up-grade educational radio and television programs.
9. Issued School Seminar report for guidance of school broadcasters.
10. Participated in International University of the Air meeting in Paris and the UNESCO-sponsored Institute for Music Education of Youth and Adults in Brussels.

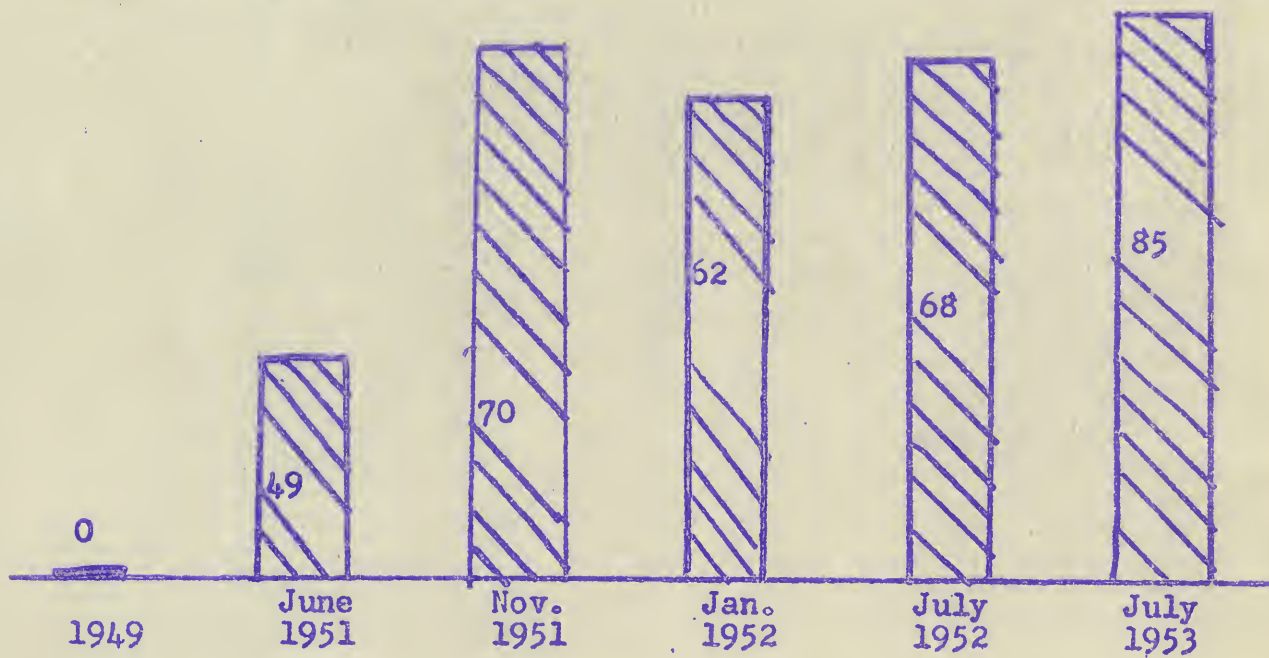
IN SUMMARY

Membership

NAEB-Kellogg Cooperative Project



Tape Network Members



APPENDIX "A"

HISTORICAL SUMMARY OF THE NUMBER OF STATIONS PARTICIPATING IN THE NAEB TAPE NETWORK

February, 1950—The first series to be distributed by WNYC, originator of the NAEB Tape Network, was WE HUMAN BEINGS.

This series was distributed to 19 stations

December, 1950—The tenth series, IDEAS AND THEIR COMMUNICATION, was the last series to be distributed by WNYC. The Headquarters was moved to the University of Illinois in January, 1951.

IDEAS AND THEIR COMMUNICATION was distributed to ...
41 stations

May, 1951—In the NAEB Tape Network Progress Report #2 Network Manager, Dick Rider, reported that the number of stations now being serviced by the NAEB Tape Network was.....43 stations

June, 1951—The number of stations increased to.....46 stations

July, 1951—Of the 69 active members of NAEB, the number receiving network service was.....52 stations

November, 1951—With the start of the package method of distribution, the network was servicing.....70 stations

December, 1951—A service assessment fee was levied for the NAEB Tape Network Service.

January, 1952—Of the 79 active members, those receiving network service were.....62 stations

May, 1952—The number of stations now being serviced by the NAEB Tape Network totaled.....65 stations

July, 1952—The Mass Duplicator was delivered. The number of stations now being serviced was.....68 stations

September, 1952—With the beginning of individual service for each station, the Network was servicing.....74 stations

January, 1953—With the Winter '53 offerings, the Network was servicing.....80 stations

July, 1953—One year after the receipt of the Mass Duplicator, the Network is servicing.....85 stations

LIST OF STATIONS CURRENTLY PARTICIPATING
IN THE NAEB TAPE NETWORK

KACC (FM)	Abilene Christian College	Abilene, Tex.
KANW (FM)	Albuquerque Bd. of Education	Albuquerque, N.M.
KBGC (FM)	Oklahoma Baptist University	Shawnee, Okla.
KBPS (AM)	Portland Public Schools	Portland, Ore.
KCSM (FM)	San Mateo Jr. College	San Mateo, Calif.
KCVN (FM)	College of the Pacific	Stockton, Calif.
KDPS (FM)	Des Moines Public Schools	Des Moines, Iowa
KFJM (AM)	University of North Dakota	Grand Forks, N.D.
KFKU (AM)	University of Kansas	Lawrence, Kan.
KANU (FM)	" " "	" "
KMUW (FM)	University of Wichita	Wichita, Kan.
KOAC (AM)	Oregon State College	Corvallis, Ore.
KOKH (FM)	Oklahoma City Bd. of Education	Oklahoma City, Okla.
KPFA (FM)	Pacifica Foundation	Berkeley, 4 Calif.
KSBG (AM)	Kansas State College	Manhattan, Kan.
KSDS (FM)	San Diego City Schools	San Diego, Calif.
KSLH (FM)	St. Louis Bd. of Education	St. Louis, Mo.
KTOY (FM)	Tacoma Public Schools	Tacoma, Wash.
KUOM (AM)	University of Minnesota	Minneapolis, Minn.
KUOW (FM)	University of Washington	Seattle, Wash.
KUSC (FM)	University of Southern California	Los Angeles, Calif.
KUSD (AM)	University of South Dakota	Vermillion, S.D.
KVOF (FM)	Texas Western College	El Paso, Tex.
KWAR (FM)	Warburg College	Waverly, Iowa
KWAX (FM)	University of Oregon	Eugene, Ore.
KWGS (FM)	University of Tulsa	Tulsa, Okla.
KWLC (AM)	Luther College	Decorah, Iowa
KWSC (AM)	State College of Washington	Pullman, Wash.
WABE (FM)	Atlanta, Ga., Bd. of Education	Atlanta, Ga.
WAER (FM)	Syracuse University	Syracuse, N.Y.
WAJC (FM)	Butler University	Indianapolis, Ind.
WBAA (AM)	Purdue University	Lafayette, Ind.
WBEZ (FM)	Chicago Bd. of Education	Chicago, Ill.
WBCO (FM)	Newark, Bd. of Education	Newark, N.J.
WBGU (FM)	Bowling Green State University	Bowling Green, Ohio
WBKY (FM)	University of Kentucky	Lexington, Ky.
WBCE (FM)	Cleveland Bd. of Education	Cleveland, Ohio
WBUR (FM)	Boston University	Boston, Mass.
WDET (FM)	Wayne University	Detroit, Mich.
WDTR (FM)	Detroit Bd. of Education	Detroit, Mich.
WDUQ (FM)	Duquesne University	Pittsburgh, Pa.
WEPS (FM)	Elgin, Ill., Bd. of Education	Elgin, Ill.
WFEE (FM)	Public Schools of Flint, Mich.	Flint, Mich.
WFIU (FM)	Indiana University	Bloomington, Ind.
WFPL (FM)	Louisville Free Public Library	Louisville, Ky.
WGBH (FM)	Lowell Institute Cooperative Broadcasting Council	Boston, Mass.
WGPS (FM)	Greensboro Public Schools	Greensboro, N.C.
WGRE (FM)	DePauw University	Greencastle, Ind.
WHA (AM)	University of Wisconsin	Madison, Wis.
WHA (FM)	" " "	" "
WHAZ (AM)	Rensselaer Polytechnic Institute	Troy, N.Y.

STATIONS (CON'T)

WILL (AM)	University of Illinois	Urbana, Ill.
WIUC (FM)	" " "	" "
WIPR (AM)	Oficina de Radioemision Publica	San Juan, Puerto Rico
WKAR (AM)	Michigan State College	East Lansing, Mich.
WKAR (FM)	" " "	" " "
WKSU (FM)	Kent State University	Kent, Ohio
WLSU (FM)	Louisiana State University	Baton Rouge, La.
WMCB (FM)	Western Michigan College	Kalamazoo, Mich.
WNUA (FM)	University of Massachusetts	Amherst, Mass.
WMUB (FM)	Miami University	Oxford, Ohio
WNAD (AM)	University of Oklahoma	Norman, Okla.
WNAD (FM)	" " "	" "
WNAS (FM)	New Albany City Schools	New Albana, Ind.
WNUR (FM)	Northwestern University	Evanston, Ill.
WNYC (AM)	Municipal Broadcasting System	New York, N.Y.
WNYC (FM)	" " "	" " " "
WNYE (FM)	Bd. of Education	Brooklyn, N.Y.
WOI (AM)	Iowa State College	Ames, Iowa
WOI (FM)	" " "	" "
WOSU (AM)	Ohio State University	Columbus, Ohio
WOSU (FM)	" " "	" "
WOUI (FM)	Ohio University	Athens, Ohio
WPRK (FM)	Rollins College	Winter Park, Fla.
WSAN (AM)	Grove City College	Grove City, Pa.
WSHS (FM)	Sewanakea High School	Floral Park, N.Y.
WSOU (FM)	Seton Hall College	South Orange, N.J.
WSPE (FM)	Griffith Institute and School	Springville, N.Y.
WSUI (AM)	State University of Iowa	Iowa City, Iowa
KSUI (FM)	" " " "	" " "
WTLS (FM)	Toledo Public Schools	Toledo, Ohio
WTHS (FM)	Lindsay Hopkins Vocational School	Miami, Fla.
WTRI (FM)	Temple University	Philadelphia, Pa.
WTUN (FM)	Tampa University	Tampa, Fla.
WUNC (FM)	University of North Carolina	Chapel Hill, N.C.
WUOA (FM)	University of Alabama	University, Ala.
WUOM (FM)	University of Michigan	Ann Arbor, Mich.
WUOT (FM)	University of Tennessee	Knoxville, Tenn.
WUSC (FM)	University of South Carolina	Columbia, S.C.
WUSV (FM)	University of Scranton	Scranton, Pa.
WVSH (FM)	Huntington City Schools	Huntington, Ind.
WWHI (FM)	Wilson Jrl High School	Muncie, Ind.
WYSN (FM)	New Castle-Henry Township Schools	New Castle, Ind.

APPENDIX "B"

SERIES DISTRIBUTED BY NAEB TAPE NETWORK AND THEIR UTILIZATION July, 1952 --- July, 1953

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time (Hrs) of Each Series	No. of Stations Using	% of Usage*	Total Air Time*
At this point, the number of stations in the Network was 68							
52-14 Looking Ahead in Education	Cooper Union Forum	14	60:00	14:00	30	44	429:00
52-15 Stories 'n Stuff	WILL	13	30:00	6:30	27	40	173:30
52-16 Music for the Voice	KWLG	13	15:00	3:15	27	40	87:45
52-17 Invitation to Read	KWAX	13	15:00	3:15	31	46	100:45
52-18 The Virginians	BBC	13	30:00	6:30	29	43	188:30
52-19 Security Begins at Home	FSA	13	15:00	3:15	22	32	71:30
52-20 International Visitor	WOSU	13	15:00	3:15	23	34	74:45
52-21 The Bard of Avon	WILL	13	30:00	6:30	26	38	169:00
52-22 NAEB Extras	BBC	1	60:00	1:00	24	35	24:00
The Battle of Leyte Gulf	BBC	1	60:00	1:00	23	34	23:00
The Thames	BBC	1	60:00	1:00	24	35	24:00
Da Vinci	BBC	3	60:00	3:00	22	32	66:00
Da Vinci	Cooper Union Forum						
NAEB BROADCAST SERIES FOR IN-SCHOOL. 24 STATIONS.							
S52-5 Let's Find Out	KSLH	14	15:00	3:30	24	100	84:00
S52-6 Uncle Dan of Froggy Hollow Farm	WABE	14	15:00	3:30	23	96	80:30
S52-7 Distant Lands	WNYE	14	15:00	3:30	24	100	84:00

*Percentage of Usage is that percentage of stations which actually used the series among those to whom the series is offered

XTotal Air Time is the time of the series multiplied by the number of stations using.

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time*
S52-8 Tales From the Four Winds	WNYE	14	15:00	3:30	24	100	84:00
S52-9 Know Yourself	KSLH	14	15:00	3:30	24	100	84:00
S52-10 Treasures Off the Shelf	WBOE	14	15:00	3:30	24	100	84:00
SPECIAL PROGRAMS. OFFERED TO THE 68 STATIONS ON THE NETWORK							
Special--US Chamber of Commerce	USCC	5	20:00	1:30	41	60	61:30
Special--Herald-Tribune Forum	WNYC	4	2:30:00	10:00	7	10	70:00
At this time the number of stations on the Network was 79							
52-23 The Jeffersonian Heritage	NABE	13	30:00	6:30	79	100	513:30
52-24 Institute for Education by Radio-TV	IBRTV	10	30:00	5:00	43	54	215:00
52-25 The Male of the Species	Cooper Union Forum	13	60:00	13:00	44	56	572:00
52-26 Alabama String Quartet	WUOA	5	60:00	5:00	55	70	275:00
52-27 Books and Coffee	WSAA	6	30:00	3:00	49	62	147:00
52-28 Trip Through Switzerland	U. of Bern	12	15:00	3:00	52	66	156:00
52-29 Stories in Stuff	WILL	13	30:00	6:30	57	72	370:30
52-30 Univ. of Chicago Roundtable	U. Chi.	13	30:00	6:30	53	67	344:30
52-31 Fifteen Steps	WOI	13	15:00	3:15	58	73	188:30
52-32 Music of the Baroque	WGER	8	60:00	8:00	55	70	440:00
52-33 Political Dreams	WUOM	5	60:00	5:00	43	54	215:00
52-34 Treasure Island	KPFA	17	30:00	8:30	48	61	408:00
52-35 American Folkways	WNUB	13	30:00	6:30	63	80	409:30

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time*
52-36 Music for the Connoisseur	WNYC	13	60:00	13:00	47	59	611:00
52-37 Voices of Europe	WAEB	46 ⁺	30:00	23:00	65	82	1795:00
52-38 People Under Communism	WAEB	7	60:00	7:00	66	84	462:00
		14	30:00	7:00	66	84	462:00
52-39 Ways of Mankind (1st Series)	WAEB	13	30:00	6:30	69	87	445:30
At this point, the number of network stations increased to 80							
53-1 Stories 'n Stuff	WILL	39 ⁺	30:00	6:30	57	71	370:30
53-2 Univ. of Chicago Roundtable	U. Chi.	39 ⁺	30:00	6:30	54	68	351:00
53-3 Modern Views of Man & Society	WUOM	8	60:00	8:00	41	51	328:00
53-4 Musician Comments	WUOM	21	15:00	5:15	58	73	304:30
53-5 Humanities Lectures	WGBH	13	60:00	13:00	36	45	468:00
53-6 Old Books: Old Friends	WGBH	26	30:00	13:00	54	68	702:00
53-7 Children's Circle	WGBH	26	30:00	13:00	55	69	715:00
53-8 Cry of Warning	WKAR	13	30:00	6:30	53	66	344:30
53-9 Way Beyond the West	KPTA	14	20:00	4:40	41	51	198:00
53-10 Folksongs & Footnotes	WGBR	13	30:00	6:30	65	81	422:30
53-11 Report From Europe	WBAA	26	15:00	6:30	66	83	429:00
53-12 Window in the Ivory Tower	KWAX	13	30:00	6:30	45	56	292:30
53-13 People Talk Back	WAEB	4	90:00	6:00	49	61	294:00

* Tabulated until the end of Sept., 1953.

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
CHRISTMAS PROGRAMS							
Her First Christmas	BBC	1	15:00	15:00	36	45	9:00
Christmas Fare	BBC	1	15:00	15:00	38	48	9:30
Each in His Own Way	BBC	1	30:00	30:00	37	46	18:30
Welcome Yule	BBC	1	30:00	30:00	40	50	20:00
The Dickens of a Christmas	BBC	1	30:00	30:00	40	50	20:00
On the Death of Stalin	WGBH	1	2:30:00	2:30	33	41	82:30
CORONATION SPECIALS							
Sovereign Ladies	BBC	6	30:00	3:00	33	41	16:30
Coronation Talks	BBC	3	10:00	30	13	16	6:30
Randolph Singers' Special	WNYC	1	30:00	1:30	38	48	19:00
Westminster Abbey	BBC	1	60:00	1:00	15	19	15:00
At this point, the number of stations on the Network was 85							
53-14 Drama of Poetry	WMA	26	30:00	13:00	58	68	754:00
53-15 Our Search for Mental Health	Cooper Union F.	22	60:00	22:00	46	54	1012:00
53-16 Little Orchestra Society	WNYC	8	300:00	16:00	55	65	880:00
53-17 Treasures off the Shelf	WJOM	13	30:00	6:30	51	60	331:30
53-18 Learning in Later Years	WJAR	13	15:00	3:50	47	55	178:36
53-19 Contemporary French Music	FBS	13	60:00	13:00	36	42	468:00
53-20 Great Writers of France: Hugo	FBS	7	30:00	3:30	46	54	161:00
53-21 Great Writers of France: Balzac	FBS	6	30:00	3:00	38	45	114:00
53-22 Foreign Policy	U. Chi.; BBC	3	45:00	2:15	31	36	69:45
53-23 Learning for Life	WILL	13	30:00	6:30	38	45	247:00
53-24 Aging Successfully	WILL	13	30:00	6:30	34	40	221:00

Series & Title	Source	No. of Programs	Length of Each Program	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time*
53-25 Programs From UNESCO	UNESCO	13	15:00	3:15	40	47	130:00
53-26 America's Composers	Eastman Sch.	13	30:00	6:30	46	54	299:00
53-27 Comedie Francaise	PBS	13	2:00:00	26:00	22	26	572:00
<u>SCHOOL PROGRAMS. OFFERED TO 32 STATIONS.</u>							
53-1 Making Friends with Music	WTDS	31	15:00	7:45	31	97	240:15
53-2 Know Your Neighbor	KDPS	14	15:00	3:30	31	97	108:30
53-3 Then and Now	WTUU	14	15:00	3:30	29	91	102:30
53-4 Meeting the Situation	WBOE	14	15:00	3:30	31	97	108:30
53-5 Safety Sam	WNYE	14	15:00	3:30	31	97	108:30
53-6 Let's Find Out	KSLH	28	15:00	7:00	32	100	224:00
53-7 Uncle Van From Froggy Hollow Farm	WABE	28	15:00	7:00			
53-8 Old Tales and New	KUOM	28	15:00	7:00			
53-9 Polly and Puffy	WFHE	28	15:00	7:00			
53-10 Journeys in Art	WBGD	14	15:00	3:30			
53-11 Radio Almanac	WHA	14	15:00	3:30			
53-12 Story Time	WOSU	14	15:00	3:30			
53-13 Voici La France	WNYE	14	15:00	3:30			
TOTAL NET. AIR TIME -- 21477:21							Correct Tot. Air Time (Add the Differ)
ERRATA							14:30 827:00 456:30
53-1 Stories & Stuff							14:30 763:00 412:00
53-2 Univ. Chi. Roundtable							3:00 99:00 82:30
53-3 Sovereign Ladies							ADJUSTED TOTAL AIR TIME 22,428:21

APPENDIX "C"

TAPE NETWORK ASSESSMENT FEES

Period—July 1, 1952—June 30, 1953

Class A (5kw or more)	\$200.00
Class B (1kw-4.9kw)	125.00
Class C (less than 1kw)	75.00

Period—July 1, 1953—June 30, 1954

Class A	\$400.00
Class B	250.00
Class C	150.00

APPENDIX F
MAIL COUNT FOR FEBRUARY, 1953, AT NAEB HEADQUARTERS

DATE	OFFICE (Letters)		TAPE NETWORK (Packages)	
	Incoming	Outgoing	Incoming	Outgoing
Feb. 2	68	104	31	5
3	15	126	22	44
4	34	266	26	90
5	46	146	29	16
6	50	123	21	45
7	46	0	22	12
9	63	22	21	5
10	30	22	34	82
11	44	35	15	5
12	55	18	22	6
13	40	487	12	7
14	36	1	42	2
16	82	143	45	3
17	24	24	13	8
18	63	16	22	0
19	44	43	17	0
20	31	41	22	132
21	25	30	23	0
23	68	92	40	0
24	14	12	29	0
25	12	0	11	0
26	38	62	12	9
27	36	145	24	3
28	<u>19</u>	<u>8</u>	<u>8</u>	<u>0</u>
TOTALS	983	1966	562	474

COPY

UNIVERSITY OF ILLINOIS
Business OFFICE

COPY

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
JULY 1 1952 - June 30, 1953

Balance July 1, 1952	12 871 79
Receipts for year	<u>50 500 00</u>
Total Balance and receipts	63 371 79
Expenditures per attached reports	64 372 79
Cash overdraft June 30, 1953	<u><u>1 001 00</u></u>

/s/ Lyle M. Dahlenburg
Lyle M. Dahlenburg
Assistant Chief Accountant

LMD:vg
July 22, 1953

UNIVERSITY OF ILLINOIS
Business OFFICE

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
REPORT OF EXPENDITURES FOR THE PERIOD
JULY 1, 1952 to JUNE 30, 1953

Summary (Detail Attached)

	Budget	Actual	Balance
Salaries	27 600 00	24 152 23	3 447 77
Supplies and Expense	10 000 00	26 083 60	16 083 60*
Seminars	17 700 00	14 136 96	3 563 04
Overhead	2 525 00		2 525 00 (1)
TOTAL	57 825 00	64 372 79	6 547 79 (2)

* Deduct.

- (1) Overhead will be charged to receipts in 1953-54.
- (2) Of this deficit \$5,546.79 was applied on balance carried forward July 1, 1952. Present deficit of \$1,001.00 to be charged to NAEB Broadcasting Revolving account.

JAG:vg
July 22, 1953

university of Illinois
Business OFFICE

REPORT OF EXPENDITURES
FOR THE PERIOD JULY 1, 1952 to JUNE 30, 1953
TO KELLOGG FOUNDATION EDUCATIONAL BROADCASTING NETWORK

Salaries and Wages

	Budget	Actual	Balance
Executive Director	10 000 00	7 349 97	2 650 03
Secretary	2 900 00	2 828 41	71 59
Assistant network manager	3 900 00	3 799 98	100 02
Traffic manager	2 900 00	3 736 63	836 63*
Duplicator operator	3 500 00	3 502 86	2 86*
Shipping manager	2 900 00	1 210 59	1 689 41
Extra Labor	1 500 00	1 723 79	223 79
Total	27 600 00	24 152 23	3 447 77

Supplies and Expense

	Budget	Actual	Balance
Recording charges		787 13	
Photography		37 60	
Printing		2 402 89	
Retirement		1 210 26	
Mailing		5 075 20	
Stenographic work		256 13	
Workmen's compensation		350 58	
Express and freight		380 95	
Purdue retirement		255 00	
Telephone and telegrams		632 47	
Miscellaneous		146 04	
Supplies		14 549 35	
Total	10 000 00	26 083 60	16 083 60*

*Deduct

JAG:vg
July 22, 1953

UNIVERSITY OF ILLINOIS
Business OFFICE

REPORT OF EXPENDITURES
FOR THE PERIOD JULY 1, 1952 to June 30, 1953
TO KELLOGG FOUNDATION EDUCATIONAL BROADCASTING NETWORK

Seminars

	Budget	Actual	Balance
Seminar	5 000 00	4 505 03	494.97
Regional meetings	4 000 00	4 223 01	223 01*
Executive committee meetings	2 000 00	842 38	1 157 62
Research - internal	1 000 00	150 00	850 00
Research - external	2 000 00	120 00	1 880 00
NAEB committees	1 500 00	819 13	680 87
Office travel	2 200 00	1 093 26	1 106 74
Travel		2 384 15	2 384 15*
Total	17 700 00	14 136 96	3, 563 04

*Deduct

JAG:vg
July 22, 1953

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

MEMO

July 21, 1953

TO: Robert VanDuyn, W. K. Kellogg Foundation

FROM: Frank E. Schoolay, NAEB

RE: Tape Recorders in Public Schools

Latest available figures for Illinois available are as of October, 1951. At that time, 1707 schools had tape recorders.

Mr. S. E. Alkire, Superintendent of Public Instruction Office, State of Illinois, estimates increase averages 200 schools per year since that time.

Mr. Donald Smith, Supervisor of Visual Aids, University of Illinois, believes the increase of use of tape recorders by schools in Illinois is greater than that estimated by Mr. Alkire.

There are no known data for U. S. A. A ratio of one-half that in Illinois for the rest of the nation would indicate a figure far in excess of 10,000 tape recorders in use by schools.

A Champaign, Illinois, dealer reports he has sold more tape recorders, year by year, to schools over the last three-year period, i.e., an increase each year over the previous year.

7-21-53

Kellogg
1952

(C O P Y)

July 28, 1953

W. K. Kellogg Foundation
Battle Creek, Michigan

Attention: Mr. Robert Van Duyn

Gentlemen:

We are enclosing a statement of the
Educational Broadcasting Network account at the
University of Illinois for the period ended June
30, 1952.

Please accept our apologies for not having
submitted this report at a much earlier date.

Very truly yours,

Lyle M. Dahlenburg
Assistant Chief Accountant

LMD:vg
Enc. 2
cc - Director F. E. Schooley
Mr. C. C. DeLong, Bursar

UNIVERSITY OF ILLINOIS
Business Office

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
STATEMENT OF RECEIPTS AND EXPENDITURES
JUNE 1, 1951 - JUNE 30, 1952

Receipts to June 30, 1952	74 850 00
Expenditures to June 30, 1952 (per attached budgets) -	
Capital	10 816 27
Operating	24 747 89
Project	26 414 05
	<u>61 978 21</u>
Balance June 30, 1952	<u>12 871 79</u>

Lyle M. Dahlenburg
Assistant Chief Accountant

RNP:vg
July 28, 1953

UNIVERSITY OF ILLINOIS
Business Office

W.K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
STATEMENT OF RECEIPTS AND EXPENDITURES
JUNE 1, 1951 - JUNE 30, 1952

Capital Budget

	Revised budget	Expendi- tures to May 31, 1952	Expendi- tures June, 1952	Total expendi- tures to June 30, 1952	Balance June 30, 1952
Tape duplicator	10 266 25	6 989 50	6 989 50*(1)		10 266 25
Tape recorder	3 191 25	5 503 20	1 312 10*(1)	4 191 10	999 85
Tape playback and speaker		1 303 36		1 303 36	1 303 36
Reels of tape	4 925 00	4 268 12	86 19	4 354 31	570 69
Cost of adminis- tration	967 50	967 50		967 50	
Total	<u>19 350 00</u>	<u>19 031 68</u>	<u>8 215 41*</u>	<u>10 816 27</u>	<u>8 533 73</u>

* Deduct.

(1) Order placed during 1951-52. Material was not recieved as of June 30, 1952. Charge is included under supplies expenditures in 1952-53 report.

RNP:vg

July 28, 1953

UNIVERSITY OF ILLINOIS
Business Office

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
STATEMENT OF RECEIPTS AND EXPENDITURES
JUNE 1, 1951 - JUNE 30, 1952

Operating Budget

	Revised budget	Expendi- tures to May 31, 1952	Expendi- tures June, 1952	Total expendi- tures to June 30, 1952	Balance June 30, 1952
Network manager and assistant director	6 000 00	6 000 00		6 000 00	
Recording television	3 000 00	3 000 00	250 00	3 250 00	250 00*
Clerk	2 400 00	2 400 00	200 00	2 600 00	200 00*
Operating expenses	5 903 00	8 888 10	2 757 04	11 645 14(1)	5 742 14*
Replacement and maintenance	3 000 00				3 000 00
Workmen's compensation	162 00	162 00	15 75	177 75	15 75*
Cost of administration	1 035 00	1 075 00		1 075 00	40 00*
Total	21 500 00	21 525 10	3 222 79	24 747 89	3 247 89*

* Deduct.

(1) Includes recording charges \$4,301.07; mailing charges \$1,883.99;
telephone and telegraph charges \$396.79; cartons \$136.02; general
charges \$3,228.19; and tape \$1,699.08.

RNP:vg
July 28, 1953

UNIVERSITY OF ILLINOIS
Business Office

W. K. KELLOGG FOUNDATION
EDUCATIONAL BROADCASTING NETWORK
STATEMENT OF RECEIPTS AND EXPENDITURES
JUNE 1, 1951 - JUNE 30, 1952

Operating Budget

	Revised budget	Expendi- tures to May 31, 1952	Expendi- tures June, 1952	Total expendi- tures to June 30, 1952	Balance June 30, 1952
Project director	9 000 00	6 750 00	750 00	7 500 00	1 500 00
Director's annuity	1 020 00	1 019 88		1 019 88	12
Secretary	2 400 00	1 800 00	225 00	2 025 00	375 00
Extra labor		834 63	216 05	1 050 68	1 050 68*
Workmen's compensation	171 00	114 89	15 58	130 47	40 53
Cost of administration	1 700 00	1 700 00		1 700 00	
Working committees		964 97		964 97	964 97*
Workshop	5 000 00				5 000 00
Central Office					
materials	4 709 00	3 929 98		3 929 98	779 02
Unassigned travel	2 000 00	1 743 32	147 05	1 890 37	109 63
Regional seminars	5 000 00	2 000 00		2 000 00	3 000 00
Board meetings	2 000 00	3 438 13	764 57	4 202 70	2 202 70*
Reserve	1 000 00				1 000 00
Total	34 000 00	24 295 80	2 118 25	26 414 05	7 585 95

*Deduct.

RNP:vg
July 28, 1953

To: NAEB Officers and Board Members
From: Harry J. Skornia, Executive Director
Re: Kellogg Project, Financial Statements

The University of Illinois Business Office has recently filed financial reports on the Kellogg Project (NAEB) with the Kellogg Foundation. I thought you'd like copies of the reports for your files.

7-30-53

Urbana, Illinois
July 31, 1953

Mr. Hugh B. Masters
Director, Education Division
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Mr. Masters:

While I have been giving all my correspondence on behalf of N.A.E.B to Bob VanDuyn, I know he is departing for Europe today. So, I am dropping you this note just to be sure that Kellogg receives from the University of Illinois Business Office the financial report covering the fiscal year closing June 30, 1952.

Sincerely,

Frank E. Schooley
Treasurer

FES/bc
cc: Harry J. Skornia 

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

HUGH B. MASTERS
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

AUG 31 9 18 AM 1953

August 26, 1953

WILL & WILCO
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley, Treasurer
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

We are enclosing the Foundation's check in the amount of \$45,500 which fulfills our commitment for the third year of the program of the National Association of Educational Broadcasters for the fiscal year beginning July 1, 1953. These funds are to be used in accordance with the original agreement and the proposed budget submitted July 10, 1953, on behalf of the Executive Committee of NAEB. Please acknowledge receipt of this check as we must have the acknowledgment in our files for the auditors.

At the close of the 1953-54 fiscal year we will need to have the usual reports of the progress of the program, including the narrative report, the financial statement, and the letter of request for the fourth year of the project indicating how the plan will be carried on and showing the official breakdown for the budget for the year.

A final decision has not as yet been reached regarding the proposal submitted by you on behalf of the NAEB Executive Committee for increased services to educational radio and television through NAEB, but as soon as possible we will let you know the Foundation's decision in this matter.

We are pleased with the progress that NAEB is making in the project and wish you continued success in this undertaking.

Sincerely,



Hugh Masters

HBM:ees

Enclosure - check

September 3, 1953

President Lloyd Meary
Administration Building

Dear President Meary:

Following discussion with the Bureau's Office, I am enclosing a copy of the letter being sent today to Dr. Masters, of the W. K. Kellogg Foundation, acknowledging receipt of check for \$45,500.00, made out to the University of Illinois.

In view of the need for promptness in acknowledging on behalf of NAEB, I believed I should proceed at once. I hope my suggestion regarding a letter from the University meets with your approval.

Respectfully,

Harry J. Skornia
Executive Director

HJS:jlk

Enclosure

cc: Dean Wilbur Schramm

September 3, 1953

Dr. Hugh B. Masters, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Masters:

In the absence of NAEB Treasurer Frank Schooley, who is away on a well-deserved vacation, I hasten on behalf of NAEB to acknowledge receipt of the Kellogg Foundation check in the amount of \$45,500.00. This has been turned over to the proper University of Illinois offices, and I believe you will be hearing from the University, confirming receipt and officially accepting this sum.

For the National Association of Educational Broadcasters, I should like to express most sincere appreciation for the significant work which the Kellogg grant has already made it possible for our organization to accomplish. I believe history will record the significance of the change in status and direction of educational communications since the Kellogg Foundation's first favorable consideration.

Speaking personally, I hope you are receiving from us everything you need and would like to have. If not, would you let me know, please? And sometime in the not too remote future I hope to have the pleasure of meeting you.

Sincerely yours,

Harry J. Skornia
Executive Director

HJS:jk

cc: President Lloyd Morey
Dean Wilbur Schramm
NAEB Officers & Directors

September 3, 1953

President Lloyd Muray
Administration Building

Dear President Muray:

Following discussion with the Bureau's Office, I am enclosing a copy of the letter being sent today to Dr. Masters, of the W. K. Kellogg Foundation, acknowledging receipt of check for \$45,500.00, made out to the University of Illinois.

In view of the need for promptness in acknowledging on behalf of NAEB, I believed I should proceed at once. I hope my suggestion regarding a letter from the University meets with your approval.

Respectfully,

Harry J. Skornia
Executive Director

HJS:jk

Enclosure

cc: Dean Wilbur Schramm

cc: Frank Schooley

September 3, 1953

Dr. Hugh B. Masters, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Masters:

In the absence of NAEB Treasurer Frank Schooley, who is away on a well-deserved vacation, I hasten on behalf of NAEB to acknowledge receipt of the Kellogg Foundation check in the amount of \$45,500.00. This has been turned over to the proper University of Illinois offices, and I believe you will be hearing from the University, confirming receipt and officially accepting this sum.

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Speaking personally, I hope you are receiving from us everything you need and would like to have. If not, would you let me know, please? And sometime in the not too remote future I hope to have the pleasure of meeting you.

Sincerely yours,

Harry J. Skornia
Executive Director

HJS:jk

cc: President Lloyd Mowry
Dean Wilbur Schramm
NAEB Officers & Directors

C O P Y

W. K. KELLOGG FOUNDATION
Battle Creek, Michigan

Division of Education
Hugh B. Masters
Director

August 26, 1953

Robert G. VanDyyn
Associate Director

Mr. Frank E. Schooley, Treasurer
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

We are enclosing the Foundation's check in the amount of \$45,500 which fulfills our commitment for the third year of the program of the National Association of Educational Broadcasters for the fiscal year beginning July 1, 1953. These funds are to be used in accordance with the original agreement and the proposed budget submitted July 10, 1953, on behalf of the Executive Committee of NAEB. Please acknowledge receipt of this check as we must have the acknowledgment in our files for the auditors.

At the close of the 1953-54 fiscal year we will need to have the usual reports of the progress of the program, including the narrative report, the financial statement, and the letter of request for the fourth year of the project indicating how the plan will be carried on and showing the official breakdown for the budget for the year.

A final decision has not as yet been reached regarding the proposal submitted by you on behalf of the NAEB Executive Committee for increased services to educational radio and television through NAEB, but as soon as possible we will let you know the Foundation's decision in this matter.

We are pleased with the progress that NAEB is making in the project and wish you continued success in this undertaking.

Sincerely,

(Signed) Hugh Masters

Hugh Masters

HEM:ees
Enclosure - check

September 4, 1953

Dr. Hugh B. Masters, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Masters:

On behalf of Acting President Lloyd Morey I am writing to inform you that the University of Illinois has received the W. K. Kellogg Foundation check for \$45,500 to continue a program supported by the Foundation at this University for the development of educational broadcasting. It is understood that this amount covers the third year's activities of the program beginning July 1, 1953. The check has been deposited in the University's Business Office and will be used for the purpose indicated.

With appreciation, we are

Sincerely yours,

A. J. Janata
A. J. Janata

Assistant to the President

September 25, 1953

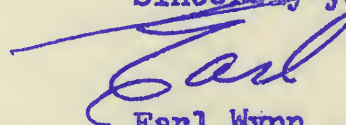
TO: Harry Skornia, Executive Director
NAEB Officers and Board of Directors

FROM: Earl Wynn, Director, Region II.

Subject: Prioress' Tale of the Canterbury Tales.

The Canterbury Tales is established art. I do not think that we can delete a work of art because it possesses objectionable material on the subject of religious prejudice and discrimination. I think we must, however, let all stations know that we are aware that it possesses such material and then leave the final decision to the stations themselves.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Earl", with a long horizontal flourish extending to the left.

Earl Wynn
Director, Region II

W dn

Kellogg

October 14, 1953

Mr. Robert E. Gentry
Burner's Office
Administration Building, 100b
University of Illinois
Urbana, Illinois

Dear Mr. Gentry:

Herewith, at Frank Schooley's request, two copies of the NAES Budget Summary for the current fiscal year. The check received from Kellogg, for \$45,500.00, included not only a separate item for travel (of officers singly) but also travel as a part of the cost of NAES's operating Seminars, regional meetings, etc. For example, the \$2,500.00 allotment for the Region VI conference this week includes over \$1,000.00, which may be used for travel, and will be so used, covering the trips of three national NAES representatives (Schooley, Skornia and NAES President Ausman) to Oregon, and leaving some \$1,500.00, more or less, for other expenses, under the \$2,500.00 overall limit.

Please give us a ring if we can be of further help, and thanks for your always courteous and ready assistance and understanding.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms

cc: Frank Schooley ✓
Wilbur Schramm

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

HUGH B. MASTERS
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

November 5, 1953

Mr. Frank Schooley, Treasurer
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Frank:

I wanted you to know how much we appreciate the contribution you have made to NAEB. You were particularly gracious in filling the gap after Jim left and before Skornia was able to take over.

I realized at the Norman meeting, as I never had before, that as Treasurer, you also carry a very heavy responsibility and a very important one. Your ability to go directly to the heart of a problem and give an honest reaction is always refreshing. I enjoyed being with you all at Norman last week.

Best wishes.

Sincerely,



Robert VanDuyn

RVD/ja

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS

119 GREGORY HALL

URBANA, ILLINOIS

November 18, 1953

Mr. H. M. Edwards
Director Purchases
Business Office
Administration Bldg.

Dear Mr. Edwards:

This is to request emergency consideration of our Requisition Number 57 (NAEB Broadcasting Revolving Fund) for purchase of a new tape duplicator and repair of the present one.

The present duplicator is critically near the breakdown point. Unless a new one can be secured by December 18, NAEB Tape Network distribution will have to be discontinued or drastically curtailed. Waiting for regular approval would make impossible the maintenance and increase of service to the NAEB Tape Network's nearly 100 stations.

We therefore most earnestly request consideration of the above-mentioned request at the earliest possible moment.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms

cc: Dean Wilbur Schramm
Frank Schooley
Graydon Ausmus, NAEB President

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED
RADIO STATION

NOV 21 8 30 AM 1953

Box 2002
University, Alabama

November 20, 1953

CONFIDENTIAL

Dr. Robert G. VanDuyn
Associate Director
Education Division
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. VanDuyn:

Please permit me to formalize the request of the National Association of Educational Broadcasters for funds to underwrite the cost of certain badly needed projects in the operation of the Headquarters and Tape Network.

While I feel somewhat apologetic in making a request for additional funds, I should point out that it is really a compliment to the W. K. Kellogg Foundation in that this project, the launching of which was made possible by the Foundation, has proven so successful, has grown so rapidly, and has demanded so many additional services, thus requiring additional funds, that the need for additional funds is in effect proof of the value of the initial contribution and the continued support.

I should like to say also that it would be impossible for me to convey fully to you and the other officials of the Foundation the profound gratitude which NAEB members feel for the support, financial and moral, given by the Foundation and for the confidence and trust which you and others of your Foundation have placed in the organization.

If the NAEB is to continue to provide the leadership and service demanded in the development of educational broadcasting in this country, the following services and items must be forthcoming immediately. We urgently request your consideration of making available, at an early date, funds for projects as described below:

A SECOND MASS DUPLICATOR. The mass duplicator currently in use, according to the manufacturer, has travelled the equivalent of an automobile's running, with throttle wide open, well in excess of fifty thousand miles. The distortion factor is so high that it is no longer possible to duplicate music on it. Many hours of fine music from France and Italy and from the U.S.A. are back-logged in the headquarters office awaiting distribution. The machine is in poor working order and must be repaired immediately. It is important that a second duplicator be installed to relieve the work load of the first machine and to permit of the continuous operation of the network during the period while this machine will be out of operation. A second machine would make it possible to provide additional programs for the network and to guarantee a continuous supply of programs in the event of a breakdown.

Cost of repair of the recorder - - - - - \$ 2,000.00

Cost of a new machine - - - - - 10,000.00

AN ADDITIONAL SUPPLY OF TAPES. Although the NAEB annual provides for the replacement of a large percentage of recording tapes each year, the tapes have continued to wear at a faster rate than anticipated and a constantly larger supply of tapes is demanded. It is imperative that the basic supply of tapes be increased.

Amount requested for additional tapes , - - - - - 3,000.00

ASSOCIATE DIRECTOR. The success of the tape network has been so phenomenal and the growth in membership has been so rapid that the demand and need for services has increased greatly. The involvement of NAEB with other national and international educational organizations, the increased quantity of material received by headquarters for national distribution, and the ever-increasing general demands upon the organization have far exceeded the ability of the headquarters staff to perform. It is necessary, therefore, that NAEB add a high caliber assistant to the Executive Director who would be responsible for coordination of many of the activities currently being handled by the Executive Director and by the President. (It should be noted in passing that the President has devoted approximately 95 percent of his time to the organization during the past 12 months and can ill-afford to continue to take that much time from his own institution.) Adding an associate director to the staff would free the Executive Director from many routine operational details and permit him to concentrate on organizational business, public relations, and professional development of the educational broadcasting constituency.

Yearly salary, Associate Director - - - - - 8,000.00

TRAVEL FUNDS. During the past year, a greatly expanded committee system has been developed for increasing the amount of self-help or cooperative service within the organization. The report of committees at the spring Board meeting in Columbus, Ohio, last April gave sure indication of the value of committee work and this impression was further strengthened by committee reports at the annual convention of the organization in October. The one great handicap to committee activity, however, is lack of funds for committee meetings. Experience indicates that approximately \$500.00 is the minimum necessary for a two day meeting of either of the committees. Since all committees and the Board and Officers pay their own expenses to the two national meetings of the year, it is unfair to ask the institutions and the individuals to provide additional funds for additional committee meetings and the result has been that committee work has been hampered for lack of funds. A supplemental grant for this purpose would greatly increase the amount of work turned out by the organization. Some additional funds will be necessary also for travel of the Associate Director.

Additional travel funds requested - - - - - 2,000.00

TOTAL AMOUNT REQUESTED - - - - - \$ 25,000.00

Another item which is incidental to the expansion of the headquarters operation and the addition of personnel is securing more space than is currently available on the University of Illinois campus. The present staff is badly crowded and new personnel and increased facilities will make it imperative that additional space be secured at an early date. The University of Illinois has indicated that no additional space is readily available on the University campus; however, they have not given a final statement on this subject. Dr. Skornia and Mr. Schooley are exploring the possibilities. The only building they have located so far, would provide approximately three thousand square feet of space and the rental would be approximately \$4,800.00 a year. Certain repairs and alterations would involve some additional expenditure and janitorial services, insurance, and upkeep would have to be added to this amount. NAEB is prepared to underwrite this additional expense on a tentative basis, but it is a subject which may need further discussion at a later date.

The total additional request covered in this letter amounts to \$25,000.00. \$15,000.00 of this is non-recurring. The \$8,000.00 covering the salary for the Associate Director and the \$2,000.00 requested for travel should be considered renewable for the remaining period of the Kellogg agreement with NAEB.

Should this request receive favorable consideration by the Foundation, NAEB would be completely agreeable to any plan of payment suggested by the Foundation. A supplemental grant, as apposed to allocation of funds from next year's budget, might be considered more desirable in-as-much-as it would give the organization a greater sense of security for the remaining years of the contract. I repeat, however, that any plan proposed by the Foundation will be entirely agreeable to NAEB.

May I assure you of the appreciation of this organization for your consideration of this request.

Most sincerely yours,

Graydon Ausmus
President

GA/sbr

NAEB HEADQUARTERS
BUDGET STATUS (for both budgets)
As of December 31, 1953

<u>NAEB Revolving (Fees, income)</u>	\$18,905.00
New Duplicator \$ 9,600.00	
Old Duplicator Repair <u>2,000.00</u>	
	<u>11,600.00</u>
	\$ 7,305.00
<u>Kellogg Budget OVERDRAFT</u>	<u>1,444.95</u>
Balance left for year	\$ 5,860.05
 Transfers from U. of I.*	 2,760.43
Transfers from NAEB **	<u>1,268.20</u>
Available funds	\$ 9,888.68
 Kellogg funds to come***	 <u>15,750.00</u>
Total available	\$25,638.68
Needed for balance of year	<u>43,429.75</u>
<u>PENDING DEFICIT for year</u>	<u>\$17,791.07</u>

*For Processor, Kine recorder, other items.

**For mailing costs, customs, etc. on FAE projects.

***\$25,000.00 minus the \$1,250 Adm. cost and \$8,000.00 usable only for Assoc. Director.

Difference between \$10,000 allowed by Kellogg, and \$9,600.00 actual cost of duplicator, will be used for shipping charges (on duplicator) and (new) spare parts.

1-18-54

BALANCE OF YEAR ESTIMATES

<u>Salaries & Wages</u>	@ approx. \$3,200.00	=	\$19,200.00	
Retirement	@ "		1,338.00	
Workman's Compensation	@ "		50.00	
			<u>\$3,473.00</u>	
				<u>300.00</u>
				\$20,838.00

Supplies & Expenses (Major Items)

Mailing Center	\$4800.00	\$5,000.00
Mailing Materials		600.00
Recording Service		500.00
Stamps		600.00
Steno Bureau		1,800.00
Tape (From new Kellogg grant)		(3,000.00)
Telegrams		220.00
Telephone		500.00
University Press & Art and bills not yet through		750.00
Art Work, rest of year		700.00
Other Expenses (incl. \$1,250.00 U of I overhead, from and for new Kellogg Grant)	2,850.00	
		<u>\$ 13,520.00</u>

Travel and Seminars:

Regional Conference	2,000.00	
Board Meeting 1/21-1/23 Est.	1,800.00	
Committee Meetings (3) (From new Kellogg Grant)	(2,000.00)	
Other Travel	4,000.00	
For Seminar (Funds not available)		
	<u>\$ 7,800.00</u>	
		<u>\$ 21,320.00</u>

Page 2

Capitol

APECO Copying Machine (incl. supplies)	571.75
Shelving & Bookcases	400.00
Other	300.00
	<u>\$ 1,271.75</u>

\$ 1,271.75

TOTAL OF ABOVE ESTIMATES

\$43,429.75Expected from Kellogg

\$25,000.00

Associate Director's Salary (Incl. Retirement and W.C.)	8,000.00
Committee Travel	2,000.00
New Duplicator	10,000.00
Old Duplicator Repair	2,000.00
Tape Supply	3,000.00
	<u>\$ 25,000.00</u>

\$25,000.00

This will provide some relief for committee travel and tape (Up to \$5,000.00 of these two categories can be charged against new Grant). However, University is expected to deduct its 5% (\$1,250.00), which will mean a further "Supplies & Expenses" item as noted above.

SALARIES---HEADQUARTERS AND NETWORK

	<u>Annual Rate</u>	<u>Retirement @ 7.79%</u>	<u>Workman's Compensation @ 1.5%</u>	<u>Total Annual</u>
Skornia	\$10,000.00	\$ 779.00	\$ 150.00	\$ 10,929.00
Schwarzbart	3,240.00	252.40	48.60	3,541.00
Holt	4,200.00	327.18	63.00	4,590.18
Biason	3,120.00	243.05	46.80	3,409.85
Aronovsky	2,400.00	186.96	36.00	2,622.96
Schneider	2,400.00	186.96	36.00	2,622.96
Els	1,040.00	81.01	15.60	1,136.61
Clark (6 months)	3,550.00	276.55	53.25	(\$3,879.80 ÷ 2 =) 1,939.90
Clausen (6 months)	3,967.00	309.03	59.51	(\$4,335.54 ÷ 2 =) 2,167.77
		*Present Annual Rate		<u>\$ 32,960.23</u>

Actual Expenditures:

Total Salaries first 6 months	\$ 15,685.25
Total **Wages (hourly) first 6 months	1,203.28
Total Workman's Compensation first 6 months	240.66
Total Retirement first 6 months	<u>1,195.16</u>
TOTAL (and reported and reported)	18,324.35

* Using average rates for Clausen, Clark, Schwarzbart and others not yet on a full year.

** Includes hourly work by following: Fink, Murphy, Jordan, Triolo, Els, Oliver and Hartz.

January 13, 1954

1-13-54

MONTH-BY-MONTH BREAKDOWN
of
Certain Headquarters and Network Costs

ITEM	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total to Date
Mailing Center (Doesn't include stamps)	\$ 504.62	\$ 459.23	\$ 325.81	\$ 468.76	\$ 675.11	\$ 774.16	\$ 3,207.69
Mailing Materials (Wrapping tape, cartons, tape boxes)	3.30	60.00	208.36	69.48	114.32	60.48	515.86
Recording Service	50.40	31.00	199.10	64.00	116.37	1.00	461.87
Stamps	110.00			47.00	380.00	47.00	584.00
Stereo Bureau		409.26	489.75	211.16	531.36	92.37	1,733.90
Tape (Continuous order over 5-month period) (From Office Supply)		5,326.20	1,415.00				6,741.20 (For-we hope-the entire year's supply)
Telegrams Hdq. Network		68.84 23.92	26.16 24.65	16.52 21.57	Ledgers not available: Est. total \$40.00 not included here		139.55 85.98
Telephone Hdq. Network (Aug. am'ts include tele charge for entire fiscal year)	77.00 17.60	361.45 48.75	96.95 1.20	81.20 19.95	52.05 19.40	61.75 4.85	730.20 111.75
Univ. Press--Art Work		75.49	83.15		23.63	110.00	292.27
Univ. Press--Printing		155.85			120.41	763.98	1,040.24
			Six-month total of above 10 items				\$ 15,644.51

1-13-54

FIGURES ON TRAVEL

Seminar	\$ 424.92	
Regional Meeting	1,841.29	
Executive Committee	776.57	
NAEB Committee	463.56	
Office Travel	1,284.62	
	<hr/>	
	\$ 4,790.69	
Ausmus, Graydon	988.76	(Incl. above Exec. Comm. Seminar, Reg. Meet and NAEB Comm. Meet - several vouchers not in)
Skornia, Harry J.	843.42	(Incl. above Seminar, Exec. Comm., Reg. Meet, NAEB Comm. and office travel - approx. \$350. vouchers not in)

* * * * *

INHERITED DEFICIT (Partial; paid in July-Aug., 1953)

\$1,001.00	Deficit from 1952-53
191.66	Schooley June salary (two months salaries from July budget for Schooley, plus Skornia's)
14.93	Schooley June retirement
2.87	Schooley June workmen's compensation
2,525.00	U of I 5% Adm. Charge, 1952-53
68.91	Rucker travel
<hr/>	
\$3,804.37	Charges carried over from 1952-53
2,275.00	Adm. charge for 1953-54 deducted in advance from Kellogg check
<hr/>	
\$6,079.37	Expenditures deducted from 1953-54 budget to start fiscal year

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Budgets, July 1, 1953 - June 30, 1954

	ESTIMATE 1953-1954	July 1953 Jan. 1954
NAEB BUDGET SUMMARY		
Salaries and Wages	\$ 30,790.00	\$ 16,888.53
*Retirement (Employer's contribution)		1,195.16
*Workmen's Compensation		240.66
Seminars, etc.	19,200.00	3,506.07
*Travel		1,284.62
Administrative Expense (Overhead)	2,250.00	** (2,275.00)
*Bills and Deficit (1952-53)		** (3,804.37)
Supplies and Expenses	12,000.00	19,772.41
*Capital Equipment		1,494.66
Contingencies	1,910.00	
Total	\$ 66,150.00	\$ 44,382.11
NAEB HEADQUARTERS (NAEB AND KELLOGG)		
Salaries and Wages	\$ 14,027.00	8,111.08
*Retirement (Employer's Contribution)		537.11
*Workmen's Compensation		116.33
Seminars, etc.	19,200.00	3,506.07
*Travel		1,124.80
Administrative Expense (Overhead)	1,560.00	** (1,700.00)
*Bills and Deficit (1952-53)		** (2,979.37)
Supplies and Expenses	4,700.00	9,586.14
*Capital Equipment		1,060.46
*Contingencies		
Total	\$ 39,487.00	\$ 24,041.99
NAEB TAPE NETWORK (NAEB AND KELLOGG)		
Salaries and Wages	\$ 16,763.00	8,777.45
*Retirement (Employer's Contribution)		658.05
*Workmen's Compensation		124.33
Travel	1,000.00	159.82
Administrative Expense (Overhead)	690.00	** (575.00)
*Bills and Deficit (1952-53)		** (825.00)
Supplies and Expenses	6,300.00	10,186.27
*Capital Equipment		434.20
Contingencies	1,910.00	
(Totals, Hdq. and Network)	\$ 66,150.00	\$ 20,340.12
BUDGET ANALYSES: SALARIES AND WAGES***		
Executive Director (s)	\$ 10,790.00	\$ 5,383.30
Secretary	3,237.00	1,761.40
Network Manager	4,522.00	2,066.66
Traffic Manager	3,237.00	1,540.00
Shipping Manager	3,237.00	2,237.06
Duplicator Operator	3,885.00	1,555.00
*Duplicator Operator (Staff Addition)		1,141.83
Labor	1,882.00	1,203.28
Total	\$ 30,790.00	\$ 16,888.53
*RETIREMENT (Employer's Contribution)	Not listed separately	\$ 1,195.16
*WORKMEN'S COMPENSATION	" " "	240.66
SUPPLIES AND EXPENSES	\$ 12,000.00	\$ 19,772.41
*CAPITAL EQUIPMENT	Not listed separately	\$ 1,494.66
SEMINARS, CONFERENCES AND RESEARCH		
Seminar	\$ 5,500.00	\$ 424.92
Regional Meetings (2)	4,500.00	1,841.29
Executive Committee Meetings	2,000.00	776.30
Research	3,500.00	
NAEB Committees	1,500.00	463.56
Office Travel	2,200.00	1,284.62
Total	\$ 19,200.00	\$ 4,790.69
OVERHEAD	\$ 2,250.00	\$ 4,800.00
CONTINGENCIES	1,910.00	-
Totals, Analyses	\$ 66,150.00	
INCOME		
Headquarters (Kellogg)	\$ 34,000.00	\$ 34,000.00
NAEB Tape Network-Kellogg	(11,500.00)	(11,500.00)
NAEB Tape Network - Fees (Brdest. Revolving)	(20,650.00)	(18,905.50)
NAEB Tape Network - Totals	32,150.00	30,405.50
TOTALS	\$ 66,150.00	\$ 64,405.50

* Headings not included in previous Budget Estimates and Requests
 ** Included in Supplies and Expenses and Salaries, elsewhere
 *** Estimates in this instance include Retirement and Workmen's Compensation

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Budgets, July 1, 1953 - June 30, 1954

	<u>ESTIMATE</u> <u>1953-1954</u>	<u>July '53</u> <u>Jan. '54</u>
<u>NAEB BUDGET SUMMARY</u>		
Salaries and Wages	\$ 30,790.00	\$ 16,888.53
*Retirement (Employer's contribution)		1,195.16
*Workman's Compensation		240.66
Seminars, etc.	19,200.00	3,506.07
*Travel		1,284.62
Administrative Expense (Overhead)	2,250.00	(2,275.00)
*Bills and Deficit (1952-53)		(3,804.37)
Supplies and Expenses	12,000.00	19,772.41
*Capitol Equipment		1,494.66
Contingencies	1,910.00	
Total	\$ <u>66,150.00</u>	\$ <u>44,382.11</u>
<u>NAEB HEADQUARTERS (NAEB AND KELLOGG)</u>		
Salaries and Wages	\$ 14,027.00	8,111.08
*Retirement (Employer's Contribution)		537.11
*Workmen's Compensation		116.33
Seminars, etc.	19,200.00	3,506.07
*Travel		1,124.80
Administrative Expense (Overhead)	1,560.00	(1,700.00)
*Bills and Deficit (1952-53)		
Supplies and Expenses	4,700.00	9,586.14
*Capitol Equipment		1,060.46
*Contingencies		
Total	\$ <u>39,487.00</u>	\$ <u>24,041.99</u>
<u>NAEB TAPE NETWORK (NAEB AND KELLOGG)</u>		
Salaries and Wages	\$ 16,763.00	8,777.45
*Retirement (Employer's Contribution)		658.05
*Workmen's Compensation		124.33
Travel	1,000.00	159.82
Administrative Expense (Overhead)	690.00	(575.00)
*Bills and Deficit (1952-53)		()
Supplies and Expenses	6,300.00	10,186.27
*Capitol Equipment		434.20
Contingencies	1,910.00	
(Totals, Hdq. and Network)	\$ <u>(6,150.00)</u>	\$ <u>20,340.12</u>
<u>BUDGET ANALYSES: SALARIES AND WAGES</u>		
Executive Director (s)	10,790.00	5,383.30
Secretary	3,237.00	1,761.40
Network Manager	4,522.00	2,066.66
Traffic Manager	3,237.00	1,540.00
Shipping Manager	3,237.00	2,237.06
Duplicator Operator	3,885.00	1,555.00
*Duplicator Operator		1,141.83
Labor	1,882.00	1,203.28
Total	\$ <u>30,790.00</u>	\$ <u>16,888.53</u>
* RETIREMENT (EMPLOYER'S CONTRIBUTION)		\$ 1,195.16
* WORKMEN'S COMPENSATION		240.66
SUPPLIES AND EXPENSES	\$ 12,000.00	19,772.41
*CAPITOL EQUIPMENT		1,494.66
SEMINARS, CONFERENCES AND RESEARCH		
Seminar	\$ 5,500.00	424.92
Regional Meetings (2)	4,500.00	1,841.29
Executive Committee Meetings	2,000.00	776.30
Research	3,500.00	
NAEB Committees	1,500.00	463.56
Office Travel	2,200.00	1,284.62
Total	\$ <u>19,200.00</u>	\$ <u>4,790.69</u>
OVERHEAD	\$ 2,250.00	
CONTINGENCIES	1,910.00	
(Totals, analyses)	\$ <u>66,150.00</u>	
<u>INCOME</u>		
Headquarters (Kellogg)	\$ 34,000.00	
NAEB Tape Network-Kellogg	(11,500.00)	
NAEB Tape Network - Fees	(20,650.00)	
NAEB Tape Network - Totals	32,150.00	
TOTALS	\$ <u>66,150.00</u>	

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
3,254.68	1,918.66	2,791.05	3,061.99	2,777.25	3,084.90
179.17	149.31	219.92	220.69	203.88	222.19
33.60	48.82	28.78	44.12	3.68	41.66
565.57	2,199.04	314.69		315.40	111.37
153.47	-	161.14	243.55	347.67	378.79
-	-	(2,275.00)	-	-	-
-	-	(3,804.37)	-	-	-
2,640.20	-	6,454.46	5,460.70	2,255.53	2,961.52
44.68	-	257.29	949.50	242.12	1.07
1,910.00	-	-	-	-	-
1,934.45	835.33	1,303.28	1,426.78	1,263.33	1,342.91
94.78	64.92	105.28	99.23	5.95	85.95
14.80	29.02	12.53	21.88	19.15	18.95
565.57	2,199.04	314.69	-	315.40	111.37
153.47	-	161.14	243.55	187.85	378.79
-	-	1,700.00	-	-	-
-	-	-	-	-	-
1,328.28	-	5,895.76	219.55	1,410.59	731.96
-	-	109.39	949.50	-	1.07
-	-	-	-	-	-
1,320.23	1,083.33	1,482.77	1,635.21	1,513.92	1,741.99
84.39	84.39	113.64	121.46	117.93	136.24
18.80	19.80	14.25	22.24	24.53	22.71
-	-	-	-	159.82	-
-	-	571.00	-	-	-
-	-	-	-	-	-
1,311.92	-	558.70	5,241.15	844.94	2,229.56
44.68	-	147.40	-	242.12	-
1,910.00	-	-	-	-	-
1,116.65	833.33	833.33	833.33	833.33	833.33
(400.00)	-	(380.35)	(440.45)	270.00	270.00
333.33	333.33	350.00	350.00	350.00	350.00
250.00	250.00	250.00	270.00	260.00	260.00
300.00	300.00	330.58	330.58	330.58	645.32
200.00	200.00	(373.64)	(381.36)	200.00	200.00
-	-	(178.55)	(303.27)	(373.34)	(286.67)
554.70	2.00	94.00	153.00	160.00	239.58
179.17	149.31	219.92	220.69	203.88	222.19
33.60	48.82	28.78	44.12	43.68	41.66
2,640.20	-	6,454.46	5,460.70	2,255.53	2,961.52
44.68	-	257.29	949.50	242.12	1.07
-	-	245.78	-	179.14	-
-	1,752.58	68.91	-	-	19.80
565.57	-	-	-	136.26	74.47
-	-	-	-	-	-
-	446.46	-	-	-	17.10
153.47	-	161.14	243.55	347.67	378.79

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